

PRESS RELEASE

FMCG boosts consumer-centric DM strategy in Western Europe! Euro Marketing ready to take off now consumer database will reach full integration.

Brussels – September 3rd, 2008.

Recently, direct marketing service provider WDM Database International was granted a business award by consumer goods manufacturer Procter & Gamble (P&G) for further integration of its central consumer database in Western Europe.

WDM Database International has been the engine behind P&G's central consumer database covering 8 of their geographical markets in Europe. For over three years, WDM Database International has used this database's consumer-centric design to contribute to P&G's consumer understanding.

Today, WDM Database International is migrating the 8 remaining countries into one single full-central consumer database. By soon covering 16 countries, WDM will be able to provide a subsequently more efficient and targeted marketing effort for P&G. Consumer insight is increasingly essential in the attempt to meet not only the emerging interactive aspect in direct consumer interactions, but also the consumers' growing expectations for relevant and individualized offers. Although marketing actions will always need to comply with regional requirements, a single consumer base is no luxury for a better share and re-apply of successful campaigns. It boils down to effectively combining local understanding and global scale.

Laurent De Schouwer, Managing Director of WDM Database International, confirms:

"Our clients, including main automotive, publishing and FMCG players, all acknowledge the importance of the 'one single customer view' as a fundamental first step towards Multi Channel and Interactive Marketing.

Working with a leader in the fast paced FMCG industry, where consumers get in contact with the products 3 billion times a day, has really put our solutions' operational and strategic performance to the test. Especially while aligning with today's digital consumer revolution. We are proud our solution and expertise are allowing consumer-oriented companies to move beyond their data fragmentation struggle. With the valuable insights gained from the 360° customer helicopter view, they can secure their competitive advantage. Ultimately, the idea behind such marketing investment is to enable Direct Marketing to actively reflect on business results and to shift to a revenue contributor role. This is an emerging reality in many industries, but most prominently in indicator industries like FMCG and Retail."

One central, consumer-centric database

Supported markets:

France	Germany	Finland	Norway
UK	Republic of Ireland	Denmark	Sweden
Belgium	The Netherlands	Spain	Portugal
Austria	Switzerland	Italy	Greece

All national markets will be professionally serviced by the local representatives of the DNA network. www.dnanetwork.com

For any further inquiry, please contact:

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About WDM Database International

As the European Direct Marketing service provider, we consolidate, improve & manage your data and generate customer insight to increase the profitability of your multi-channel campaigns and customer interactions. (www.dbi.wdminternational.com)



WDM Database International is a business unit of WDM Belgium. WDM Belgium belongs to WDM Group, who has own subsidiaries in The Netherlands, France and Scandinavia. WDM Group and all its companies are part of Bisnode, one of Europe's leading suppliers of business-to-business marketing services and a leading provider of services for consumer marketing in the Nordic region. (www.bisnode.com)



WDM Database International is an associate of DNA, Database Network Associates, and acts as an international representative alongside the 12 independent national representatives, who are accounting for the local consumer data & DM expertise in Europe. (www.dnanetwork.com)