



# Mining Your Data Opportunity

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Association of Area Business Publishers  
Internet Strategy Session  
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The Perkins Group



# Premise

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Business journal publishers are uniquely positioned to develop sophisticated, high value databases

- You have the content
- You have leveraged sales and marketing opportunities
- You can leverage existing data gathering activities
- You probably have the resources
  - 10% technology
  - 50% content
  - 40% promotion
- Natural extension of your current business





# The *Book of Lists* Product

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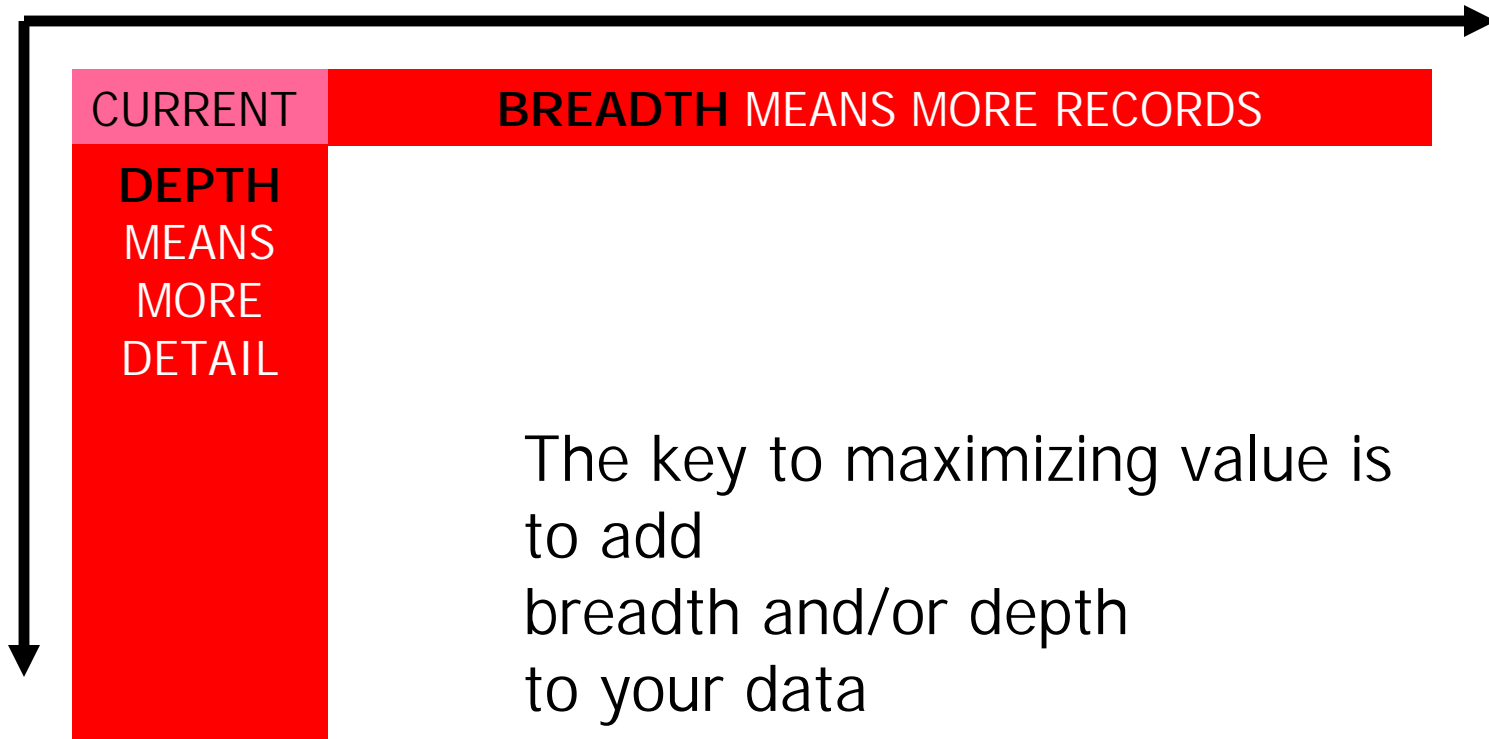
- Listing components have different value
  - Qualitative rankings: HIGH value
  - Contact information: LOW value
- Other value-limiting characteristics
  - Not comprehensive
  - Not national or international
  - Few individual contacts provided
  - Distributed free in print
- Overall, however, a good beginning





# Maximizing Database Value

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# Investment/Strategy Issues

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- Costs
  - Balance expansion investment against likely return
  - Leverage proprietary content first
- Revenue potential
  - Function of market size and sophistication
- Strategy
  - Internet – does data expansion fit?
  - Advertising versus subscription revenue tension
  - Resources and opportunity cost





# What the Marketplace Wants

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- Qualitative selectors
  - Biggest, best, fastest growing etc.
- Personnel contacts
  - Even in BTB, people sell to people
  - Lists are sold on a per individual, not per company basis.
    - Four contacts at one company counts as four records
- Deep data
  - Every last scrap of information
    - Accessible
    - searchable
  - More data, broader market applications





# How the Marketplace Wants Data

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- By Internet
  - “by the slice” will be dominant model
- By Intranet
  - Unlimited enterprise-wide use on a licensed basis
- In print
  - Far from dead, but difficult to yield maximum value
- Most other formats in decline
  - CD-ROM has particularly suffered





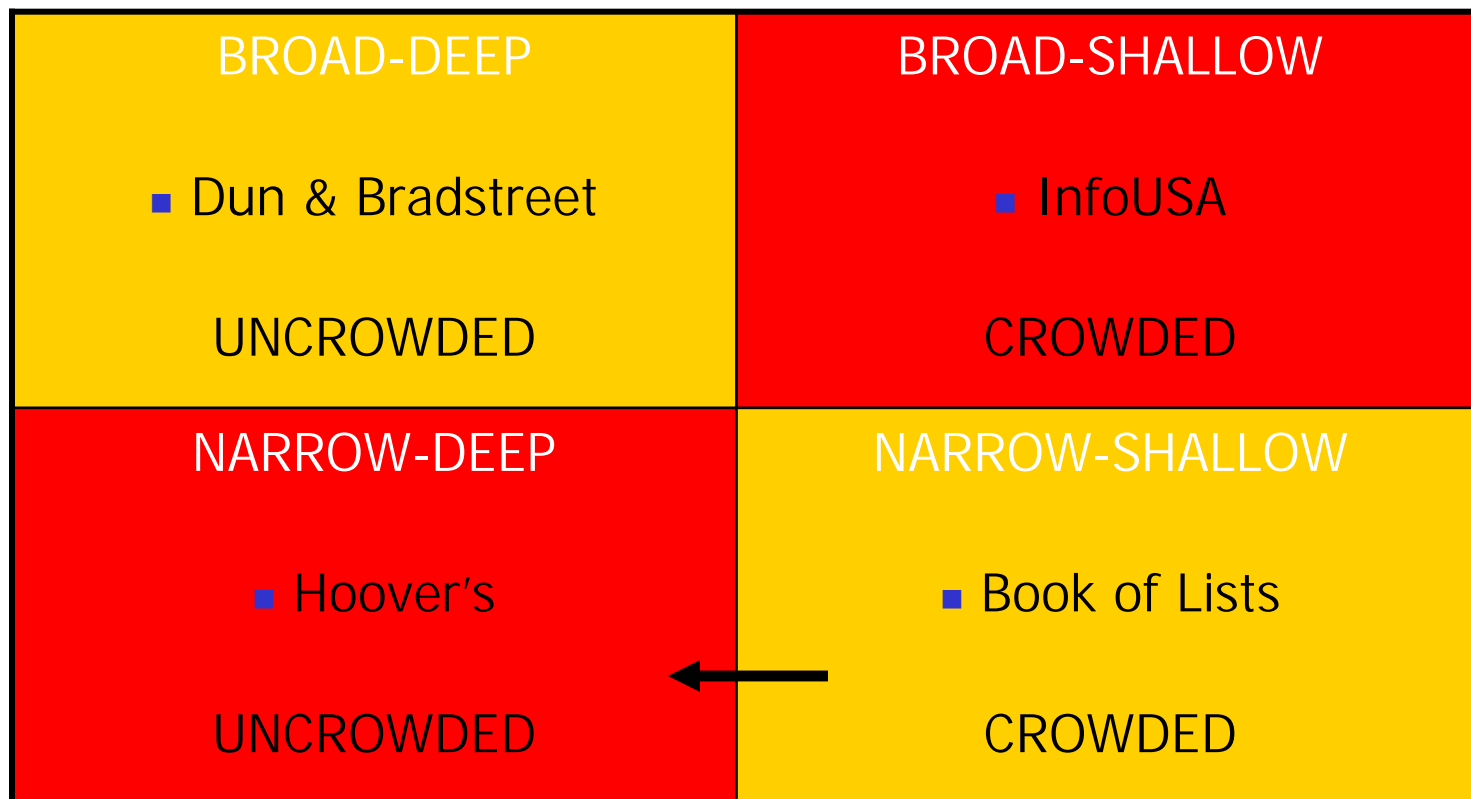
# Other Market Trends

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- Continuous updating
  - Continuously refreshed database
  - Currency without any hassles
- Application-integrated
  - Ability to seamlessly important into software
    - Contact managers
    - Proprietary applications
- Customization
  - Providing individual formats to individual customers



# The Competitive Landscape





# Data Valuation Model

Feature	Relative Valuation
Breadth/comprehensiveness	3
Depth	5
Currency	5
Qualitative assessment	5
Coverage is international	4
Coverage is national	5
Coverage is regional/local	3
Researched versus compiled	5
Branded	4
Unique	5
BTB and BTC and SO/HO utility	5





# How to Get There

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- Data-Text Integration
  - News content linked to fielded data content
- Data Overlays
  - Enhance your data with specific fields that can be appended to your database
- Data Relationships
  - Public record data can be matched to your database to increase depth

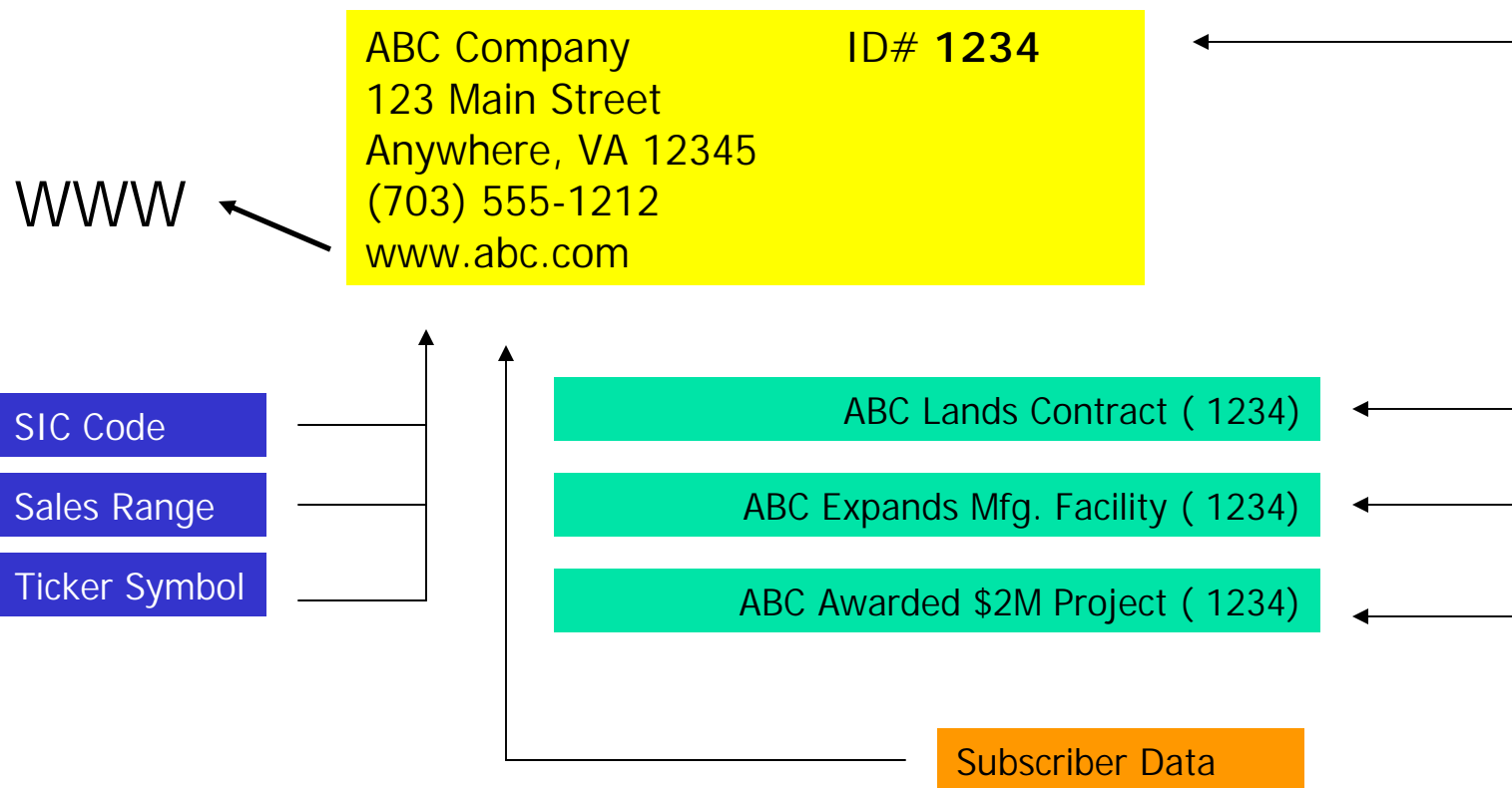




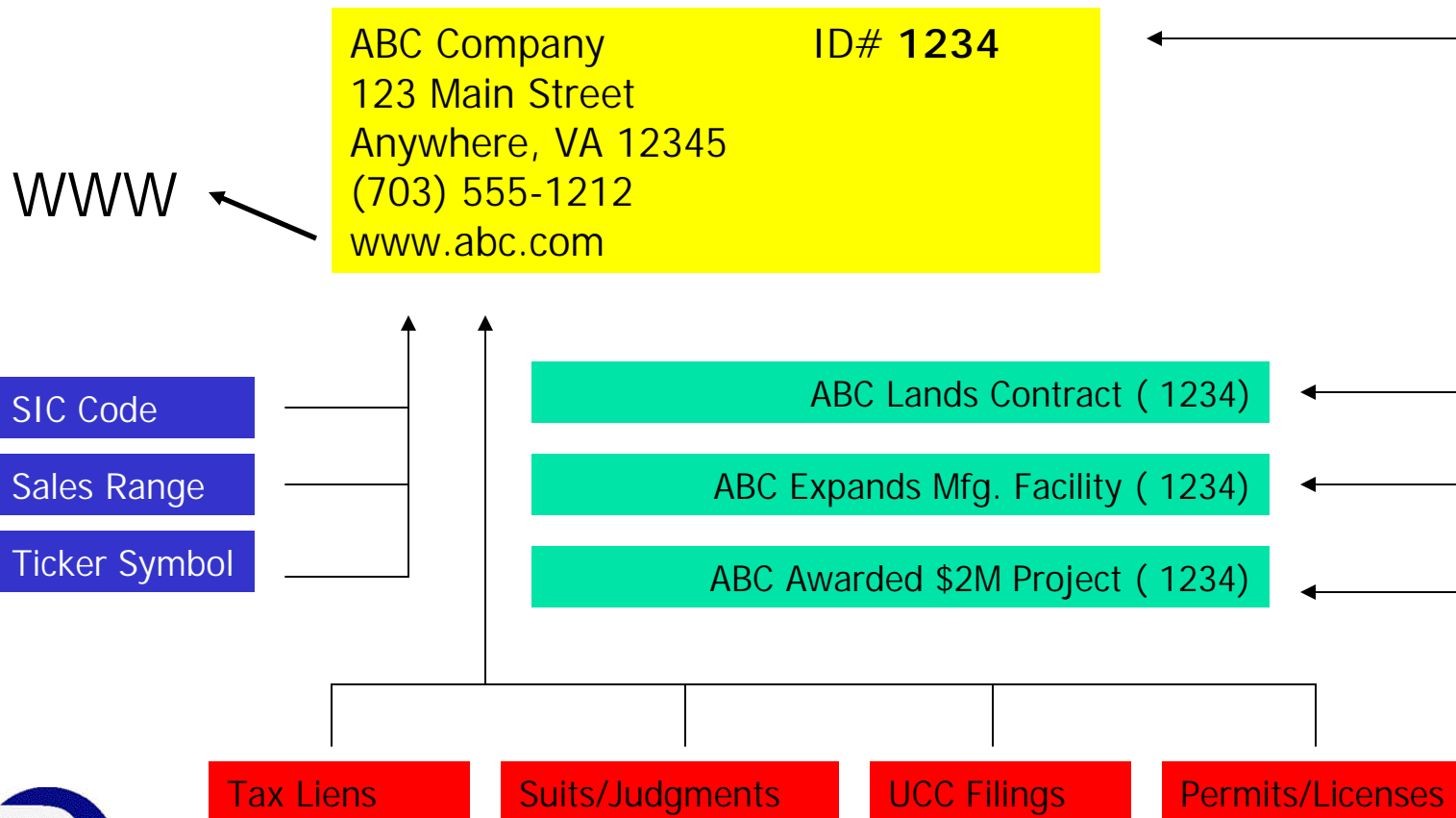
# Text-Data Integration



# Data Overlays



# Data Relationships





# Internet Strategy

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- Deep data is ideally suited to Web delivery
  - “by the slice”
  - Subscription access
  - Intranet access
- Your own site is essential
  - You must control your own destiny
  - Concept may be too sophisticated for others
- Partner for incremental revenue
  - Data aggregators/distributors make sense if they aren’t just selling existing customers





# Caveats

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- It's easy to get carried away with database enhancement
  - Always balance investment against return
- Concept is forward-thinking
  - No overnight riches
  - Think longer-term
- Promotion is essential
  - Don't make it if you can't sell it effectively





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