

Waypoint Data Solutions provides best-in-class data solutions that produce a significant return on investment for our clients. We deliver these solutions with zero-defect quality and high levels of customer service.

Year Founded: 2005

Headquarters: Annapolis, MD

Core Competencies

- Data Quality
- Data Content
- Consulting & Analytics
- Marketing Services

Core Values

- Integrity
- Commitment to Excellence
- Return on Investment
- Customer Care & Service
- Best-in-Class Data Solutions

Delivery Platforms

- Web-Based List Order Fulfillment & Delivery
- Automated, FTP-based processing available 24/7/365
- Real-Time Data Append & Customer Recognition

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Waypoint Success Stories

"Don't throw out that data..."

Waypoint recently worked with a national membership organization whose rigorous data quality standards do not allow them to load member records into their system that cannot be CASS certified. Waypoint utilized a variety of best-in-class data products and services and was able to salvage nearly 3/4 of this organization's "bad" data. They had previously set aside and not used this data. This "new" data will have a significant financial impact on this organization. They will now be able to include these members in their marketing programs and other activities.

"Saved a million dollars a year on data acquisition..."

Waypoint, leveraging its deep, direct marketing relationships and expertise, was able to save one client over a million dollars each year on its customer acquisition efforts by providing higher quality, lower cost, compiled marketing lists delivered through an efficient, web-based list order fulfillment system.

"\$1,000,000 ROI per mailing through higher quality data!"

Using Waypoint's data quality services, one large direct mailer will save nearly a million dollars on every customer acquisition mailing. Waypoint identified over 4.5% of their prospect data that contained out-dated mailing addresses. An additional 2.5% were being sent to the same prospects (duplicates).

"Maintaining your membership list..."

A Waypoint data quality assessment for a national membership organization's database containing over 3 million members identified over 14% out-dated mailing addresses and 6% duplicate membership records. 1/5th of this organization's membership had significant data quality issues!

"25% Duplicates!"

Waypoint recently identified over 25% duplicate names and addresses on a promotion history database maintained by a large energy company. The ability to assess and correct these duplicate records will improve dramatically their ability to utilize their promotion history data in their direct marketing efforts. The 25% correction will produce a significant ROI and contribute directly to their bottom line.

"Good phone numbers win elections!"

Waypoint's waterfall approach to data appending recently allowed a political campaign to increase their statewide phone coverage from an industry standard 60% to an unprecedented 92%! We doubled their contact rate and reduced their wrong number rate by 85%! Waypoint's waterfall phone update process is accessible through a seamless interface making phone number updates a fast, cost effective and accurate service.

