



Inline

Originally a development from our online technologies, but without the front end interactions. The creation of Inline led to REaD Group winning the Excellence in Data Quality Management for Marketing at the Database Marketing Awards. Created to be the quickest and most efficient method for cleaning data, users have designated folders on our SFTP site where data is placed. We recognise the presence of the file and automatically instigate a predefined script based on the naming convention of that file i.e. "july14_gold" runs deceased and goneaway products or "july14_silver" runs just deceased for email campaigns. A number of options can be selected to suit your varying requirements. Once the process is complete users are sent the report via email and again a pre-agreed output format is ready on the SFTP location.

Users can schedule the delivery of their data to and from the SFTP site, then the process can be completely 'lights out' and fully automated. Inline is best suited for large scale repeat processing, where the data is consistent in format and layout.

