

Accucoms Announces New Gap Analysis Tool for Publishers

Accucoms is pleased to announce the development of a gap analysis tool that will help publishers identify gaps in their market penetration and provide a highly qualified target list of prospective customers to use for direct marketing and sales activities.

The tool is the result of a large-scale research project undertaken by Accucoms and includes comprehensive information on the subject focus of institutions worldwide, as well as market segmentation data such as type of organisation (e.g. academic, corporate, government, hospital). This information is becoming increasingly important as publishers implement much more targeted sales and marketing campaigns.

The tool will help any publisher using Accucoms' suite of direct marketing and sales representations services gain competitive advantage as it identifies potential subscribers in underrepresented geographic regions. It contains profiles of tens of thousands of institutions around the world and can be cross-referenced with the publisher's existing subscription list to identify key prospects and help evaluate market share.

Pinar Erzin, Managing Director of Accucoms, says "Our gap analysis tool provides publishers with essential strategic information about possible growth in certain regions and on a tactical level, it offers qualified, relevant and up-to-date lists of prospects. Gathering this information is not a trivial task but it is information that every company needs. We have invested considerable time and effort in developing this tool and we believe it will significantly enhance our client's sales and marketing activities."

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ACCUCOMS BV is an independent company providing specialist sales and marketing services for scholarly and society publishers worldwide. Based in The Netherlands, and in US, ACCUCOMS provides cost-effective and efficient inbound and outbound telemarketing, sales support and customer service.