

The power of Marketing Automation

Publisher bundles customer data and focuses on output



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MindCampus (formerly known as WEKA Business Media) wanted to combine all the customer data that was distributed throughout the organisation. By collecting all the data in a central marketing database, MindCampus no longer lose time on internal processes, but can focus on the output.

MindCampus is a media company that supports professionals in human resources management (HR) and facility management. The amount of customer data that MindCampus collects through its online media is growing strongly. However, the company used to store this data fragmented, with the result that effective communication with their target audiences became more and more difficult.

Central marketing database

In 2012, MindCampus decided to take steps towards combining all their customer data in a central marketing database. This way, the company would be able to combine all the information they had into fully-fledged customer profiles as a basis for targeted marketing solutions. In their search for a specialist, MindCampus came across Ternair.

“The strength of Ternair is that they are able to quickly understand the problem and act on it. We never spoke to sales people, but only to professionals with marketing automation knowledge. It is easy to communicate with Ternair and the lines of communication are short. Thanks to the Ternair Marketing Cloud, we can interact with our target group in a structured way. We no longer lose time with internal processes, but we can focus on the output.”

Pieter Lieverse

Managing Director MindCampus



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Marketing automation platform

Since implementation of Ternair, MindCampus has a marketing automation platform on which all the information about customers and prospects comes together. This creates a 360° customer view, enabling the company to target audiences in a very focused way through various channels such as email, social media and telemarketing.

About MindCampus

MindCampus is a media company that provides education in human resources management (HR) and facility management. In addition, they organise events and offers a news platform for the two target audiences.



Think free. Build fast. Connect easy.

Let's get started



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