Synovate Re-Appoints Andrew Davidson To Lead Mail Monitor Service In The US

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Andrew Davidson has been re-appointed Vice President of Competitive Tracking Services for Synovate's Financial Services group in the US. Davidson transferred back into the role from his previous position at Synovate, in which he oversaw domestic and international custom market research projects for clients in the Financial Services industry.

Synovate's Competitive Tracking Services feature Mail MonitorÂ®, which tracks credit card acquisition volumes and response rates throughout the US. Mail MonitorÂ® also evaluates the attitudes, behaviours, terms, and usage for each card in the wallet.

Davidson will focus on further developing the Mail MonitorÂ® service to meet the growing needs of its expanding client base, which include the majority of leading card issuers and brands as well as stock analysts and consultants.

"Direct mail is still the number one channel for the card industry," said Davidson, who previously managed the service from 2000 to 2005. "Industry pundits were forecasting the demise of mail back at the beginning of the decade but it is still going strong."

"The mail volume and response rate statistics published by Mail MonitorÂ® have been the industry standard since the service was launched in 1988. Other services have tried to duplicate the numbers but have been unable to replicate the robust methodology employed by Mail MonitorÂ®," he said.

Davidson hinted at some exciting new developments for Synovate Mail MonitorÂ® clients, including additional new types of reports and a revamped website, and explained the value of the service: "The combined power of information on acquisition mailings and cardholder behaviours allows our clients to easily see who is targeting their customers and with which offers, as well as what terms already exist in prospects' wallets. This provides an unmatched level of competitive intelligence that is unavailable from any other source," he said.

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