

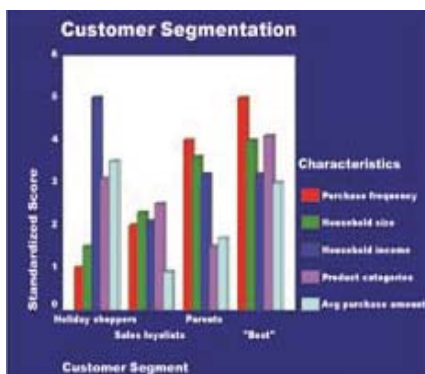
# Customer Insight - software and supporting services for data analysis, predictive modelling, market research, forecasting and improved targeting



Adding vision to your data and providing the marketing intelligence that helps you understand what to measure within your direct marketing process, increase your customer understanding, make justifiable marketing decisions, develop profitable direct marketing strategies and maximise the value of your customer base!

Every time a customer makes contact or conducts a transaction, they provide information about themselves. Merge these details with additional customer, business and marketing data, possibly from disparate systems, apply data mining techniques and the resulting knowledge can:

- ▶ **Make your marketing budget more effective by grouping customers according to their lifetime value, a major customer relationship management driver.** Marketing spend can then be apportioned according to customer worth and the most effective offers in terms of product, pricing and promotion developed.
- ▶ **Accurately segment and profile your most profitable customers to develop appropriate acquisition strategies.** Then continually monitor customer dynamics and take account of their changing needs. Use recency, frequency and value models to develop tailored customer development plans.
- ▶ **Improve targeting by predicting the 'likelihood to purchase' for all potential customers in a direct mail campaign or sales communication.** Then identify those most likely to respond and develop cross-sell, up-sell and affinity strategies.
- ▶ **Keep your valuable customers by developing retention strategies!** Help predict defection by building churn/attrition models. Remember its cheaper to retain or re-activate a customer than recruit a new one!
- ▶ **Identify those customers that may end up costing you money in the long run.** To minimise risk with credit scoring and propensity to default analysis.
- ▶ **Help you plan promotional activities to take account of regional competition.** Competitor analysis and research including customer perception mapping. Your new customers may already belong to your competitors, so how do you acquire them?
- ▶ **Develop behaviour and performance indicators and triggers.** To ensure appropriate contact strategies are applied to maximise sales.
- ▶ **Help plan your media buying and reposition sales force or distribution outlets for maximum effect.** Using geographic mapping to plot territories, media coverage, your competitors, etc.



Technologies4Targeting offer a comprehensive range of data mining, analysis, forecasting, geographic mapping services - including optional software training whilst undertaking your analysis.

We provide the expertise needed to analyse and report on your data and deliver statistically proven results in a clear, easy to understand format. And to ensure a successful outcome to any analysis project, we take a SMART objectives approach.

SMART stands for Specific, Measurable, Achievable, Realistic and Timebound

Continued overleaf...

Using advanced data mining and statistical analysis software coupled with our extensive computer processing resource - data files of almost any size can be cleaned, merged, enhanced and transformed for analysis - our data analysis technicians apply an extensive knowledge base together with 'data storming' techniques to help you meet specific marketing, sales and business analysis objectives.

We use many statistical, pattern detection and data mining techniques, typically including: *CHAID; factor and cluster analysis; linear, non-linear and logistic regression; discriminant analysis; neural networks, etc., together with weighted recency, frequency, value scoring (RFM), and predicted weight of evidence scorecard models. For market research and product development we include conjoint analysis, perceptual and geographic mapping.*

Software used generally includes *SPSS, Chaid, AnswerTree, KbaseT, Statistica, Kxen, 4Thought, Tactician/MapPoint, ForecastPro, MS Excel, DBMS/Copy and DBMS/Compare*, plus additional data improvement and analysis technologies.



We can also migrate intelligence derived from data mining into targeting, marketing database and operational systems.

This could include computing new database fields containing propensity scores, activity triggers, re-defined categorical bands, share of spend by product, lifetime values, etc., all of which can be used to simplify the selection process and improve targeting.

Customers' needs change - new tastes, new opportunities. To ensure maximum business gain from data mining, we encourage clients to adopt a customer focused 'Learning' framework.

This enables you continually review and refine the communication strategy with your customers.

## Technologies4Targeting's Data Analysis Methodology

We adopt a staged approach to provide you with a cost-effective solution to your analytical needs.

- ▶ **Feasibility Study** - analytical projects commence with a study to define your marketing goals against available data and provide a feasibility report highlighting anticipated business gain.
- ▶ **Project Definition** - includes determining data analysis objectives, scope of the project plus any restrictions, the analysis methods to be used and the deliverables - reporting content and format, data file output, presentation, etc., success measurement factors and cost of the project.
- ▶ **Data Investigation, Enhancement and Preparation for Analysis** - including optional address enhancement and Postcoding, de-duplication, merging multiple files, de-normalising data to a flat file structure, data transformation, transaction aggregation and possibly enrichment with external data such as lifestyle, business to business, geo-demographic, etc.
- ▶ **Statistical Analysis and Data Mining** - detailed analysis and intelligence discovery including tests to identify/measure relationships in your data, lifetime value analysis, segmentation, profiling, predictive and response modelling, churn analysis, mapping...
- ▶ **Project Deliverable** - the outcome will be presented and documented.
- ▶ **Review Meeting** - to examine and review the key success factors against the deliverables.

Our staff have undertaken projects for direct marketing service suppliers (on behalf of their clients) and clients direct including: *Croner Publications, MBNA, Financial Times, Nestle, Cendant, Centrica, UBM, Royal Mail, Barclays Transpay, TSB, Littlewoods Leisure, RS Components...*

Treat Technologies4Targeting as your analytical partner and you'll be surprised just how many marketing, sales and business advantages we can derive from your data whilst providing a host of new ideas and strategic recommendations. Call us on **01733 890790** today.