

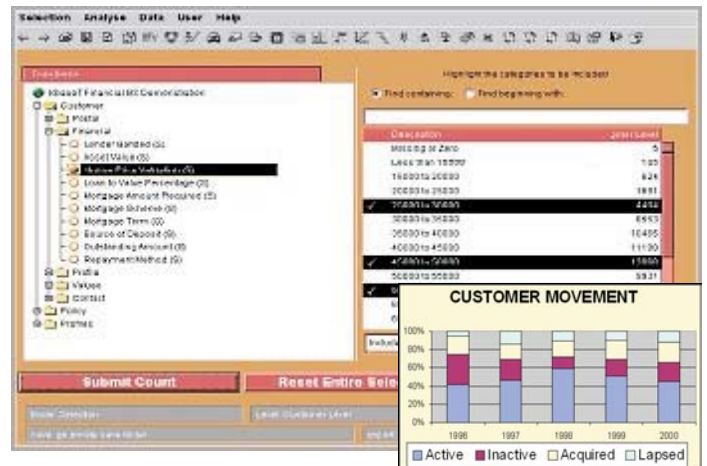
Knowledge-Based Targeting™

- Scored targeting of direct marketing communications
- Statistical prioritising of telemarketing activities
- Improved data quality and duplicate record consolidation
- Increased customer understanding and propensity to???
- Optimisation of sales-force and customer support visits
- Innovative campaign creation, planning, project control

In these changing times, building and retaining customer loyalty requires focused marketing effort together with an excellence in customer support.

Any small thing can turn your customer away to your competitor or indeed they may extract all the product information from you and purchase direct on the web at a lower price - albeit often at the expense of guidance and support.

It is therefore essential that you take the appropriate steps to maximise loyalty and overcome defection and that's where we can help.



- ▶ Understanding customer needs and establishing cause and effect for their actions can be revealed through data mining, statistical analysis and market research.
- ▶ Minimising the risk of customer upset through duplicated contacts or lost communications can be eliminated with data improvement and de-duplication
- ▶ Always communicating with your prospects and customers in a relevant way, based on accessing a full 4D customer view, can be achieved with a combination of analytics and targeting technologies

All sales and marketing activity, whether direct or indirect, is, and always will be, about: **Who, Why, When, Where, How, With What, How Often... The Problem** is how to get answers to these questions in order to communicate with your customers smarter than your competitors - to stay ahead, or even stay in business!

To answer each of these questions effectively you need to understand and measure each customer's purchasing pattern, track changes in their behaviour and that of the segment to which they belong, derive appropriate 'next-action' indicators, incorporate these within a user-friendly marketing interface and then implement the appropriate contact strategies. But with the massive increase in information now available to everyone, extracting the right intelligence can be extremely difficult or even impossible without the right combination of analytics, business and marketing understanding, and supporting technologies.

The Solution. Technologies4Targeting provide a unique blend of 'leading-edge' (but proven) software to greatly enhance data quality, statistical analysis, campaign targeting and database marketing systems and/or processes. By mixing these technologies and our hard-won skills-transfer and process methodologies, 'one-stop' technical/consultative support and associated services, we not only help you answer the who, what, why, etc. problem, but can also significantly improve DM operational efficiency and effectiveness.

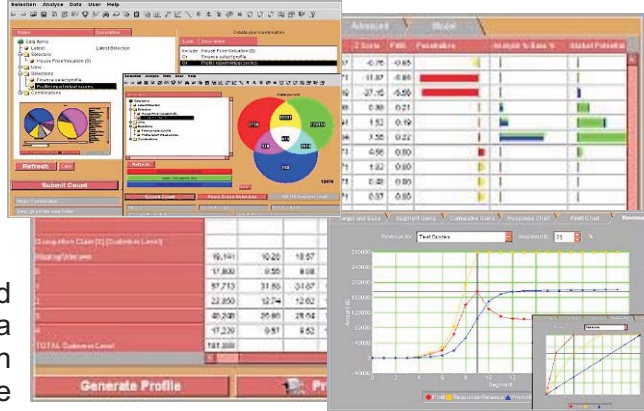
We adopt a practical and cost-effective approach to help you improve the accuracy and usability of your data, apply analytics and improved reporting to better understand customer needs and behaviour, optimise campaign planning and targeting (together with response), leverage a greater return from marketing spend and increase customer satisfaction.

To provide the most appropriate solution to your data improvement, analysis and campaign targeting needs, we take three approaches.

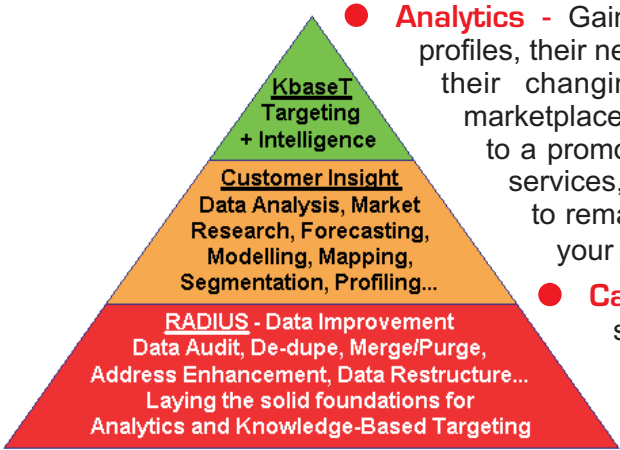
- ▶ **Do it yourself** - we provide the right mix of software technologies, tailored training and consultative support, together with appropriate process methodologies.
- ▶ **Spread the load** - whilst you have already purchased the technologies to do the work yourself, you may want to limit your activities to smaller projects and off-load some of the more complex tasks. Let us know where you need external support and we will make the appropriate resources available.
- ▶ **Do it for you** - we undertake the project for you, maybe as part of a **FastTrac** training session so you can learn the methodologies at the same time as getting the job done.

Each solution we provide is tailored specifically to your business, your objectives, your budget and your data. Our methodologies include:

- **Understanding your needs** - as an example for **KbaseT** development, after clarifying your business needs and associated marketing objectives, we help identify the supporting marketing intelligence you will require. This will include determining the statistical computation and the data needed. Next we audit your available data and devise approaches for cleansing and to obtain any missing information. Finally we determine the appropriate system configuration and develop a project plan. To help you assess the technologies we offer, we would be pleased to load a sample of your data into a demonstration system, facilitate a software trial or undertake a pilot project.



- **Data Improvement** - Data decays over time and without clean, accurate and correctly fused data, your analysis results will be flawed, targeting misdirected and loyal customers undoubtedly upset. The worth of the intelligence that drives your business and sales process will also be brought into question. Using **RADIUS** technologies, you can audit, compare content, address enhance, split mixed fields, restructure, de-duplicate and merge your disparate data to form a reliable, enriched customer base.



- **Analytics** - Gaining a full understanding of your customers, their profiles, their needs, their purchasing influences, their behaviour and their changing dynamics is crucial in today's competitive marketplace. Also knowing each customer's likelihood to respond to a promotion, convert to an order, buy additional products or services, change their buying trend, claim, or churn, allows you to remain one step ahead of the competition and maximise your marketing spend! We call this - **Customer Insight**.

- **Campaign Targeting** - providing the technologies, support and optional managed services to develop and deploy a dedicated marketing intelligence and targeting system that embeds the knowledge derived from 'Customer Insight'. Use this to drive appropriate marketing and sales communications

targeted for maximum effect. With innovative fast counting and analytical technologies of **KbaseT**, you can query, analyse, profile, map and score huge data volumes at high speed - giving you a 4th dimensional view of your customers. This 4D view with the appropriate triggers, helps answer the **Who, Where, Why, How** and also the difficult to understand **When, With What and How Often!** Control the process with our innovative mind-map driven **KbaseT Campaigner**

- **Data Storming™** - We can provide a unique mix of business, marketing, technology and analytical vision around your data and can act as a virtual extension to your marketing department. We are able to provide creative thinking that can help drive your customer development and retention strategies.

Call Tech4T now on 01733 890790

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