

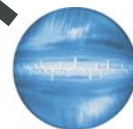
Win, Grow & Keep your most valuable customers!

Technologies4Targeting Ltd. provide more effective solutions for data enhancement, segmentation and customer value analysis. We help you correctly apportion sales effort, marketing spend and channel!

CUSTOMER
ANALYTICS



CAMPAIGN
TARGETING



MEASUREMENT
& REPORTING



CUSTOMER & PROSPECT
DATA MANAGEMENT



Overview

Effective direct marketing is all about accurate and complete information - Customer Knowledge. The more you know about your customers and prospects, the more accurately you can target them. Tech4T help you transform your data into reliable and enhanced intelligence, and within a timescale that enables you to develop or adapt campaigns to take account of any number of influencing factors. For more details on 'Customer Knowledge', see www.tech4t.com/acrm

Our solutions comprise specialist bureau services and/or software, training and support to first improve data quality, then analyse, segment and profile your customers. You can undertake 'train-of-thought' analysis, trawling through customer, transaction and prospect data to create targeted groups of individuals with the right characteristics to improve marketing productivity.

Consultancy & Supporting Services

Tech4T offer a range of service-based solutions that also give you the power to test, refine and experiment at minimum risk and cost. This includes all aspects of campaign planning.

- ▶ Consultancy - including determining corrective measures for poor data and address quality, record duplication, etc., and how best to merge data into a single-view customer and prospect data store; identifying external data for enrichment; defining analytics to optimise targeting; designing marketing database and report content...
- ▶ Data Management/Analysis - working as an extension to your in-house team and/or undertaking the data enhancement, segmentation or analysis tasks on a service basis
- ▶ Analytics Lab - helping you gain customer insight. We can develop and undertake the series of analytical processes needed to derive new information to populate, refine and monitor the content of a 'customer analytics record' - to identify changes in measures such as customer value that will drive marketing initiatives. We can then work with you to translate findings into structured 'adaptive' marketing campaigns
- ▶ Building, maintaining and hosting a customer and prospect data repository and an on-line database marketing, campaign targeting and analytical CRM solution

Whatever your need, our goal is to deliver a quality solution at a very reasonable cost!

Software, Training & Support

For organisations wishing to undertake data enhancement, analysis, targeting and reporting tasks in-house, we provide a unique mix of specialist software and can develop tailored training courses and FastTrac workshops based around your own data and goals. This is complemented by 'single point of contact' technical and consultative support across all software purchased. Software can be used stand-alone, configured as a tailored combination of modules to meet specific objectives, or used to complement existing I.T. Systems.

Customer/Prospect Data Management
Improve addresses, remove duplicates, enrich and merge data to a single customer view

Customer Analytics
Segment/profile customers, monitor change, build predictive models

Customer/Prospect Data Management

Without an accurate and complete view of your data, decisions based on that data will be flawed. We provide bureau services and software to help you develop and retain a reliable data foundation for customer and prospect communications, data analysis and business intelligence.

- ▶ Accurately audit data, convert files, standardise product/profile coding and its definition
- ▶ Compare multiple databases to spot data overlap, repetition and change over time
- ▶ Split mixed name fields, derive gender, correct casing eg. O'neil > O'Neil
- ▶ Improve UK/worldwide addresses
- ▶ Identify/consolidate duplicated data
- ▶ Merge/purge and integrate company-wide customer databases, web data, prospect lists, enrichment and suppression data... plus apply Mailsort to maximise postal discounts in the UK
- ▶ Transform data into a single-view data store for marketing and analytics

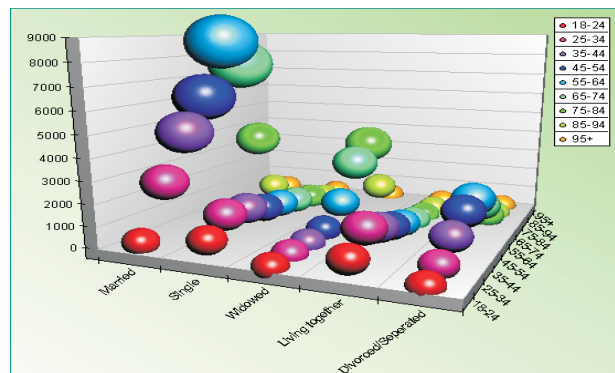
MULTI-FILE MERGE, DEDUPE & SUPPRESSION					
Customer Orders	File Type	Total	Output	Duplicate	Suppressed
Customer Stop File	Suppression	56224	0	0	0
Shop 1	Purge	234	217	6	11
Shop 2	Purge	9761	9609	135	17
Shop 3	Purge	5146	5036	74	36
Shop 4	Purge	3670	3557	45	68
Web Orders	Purge	3058	2954	27	77
Customer File (Retail)	Purge	2551	2454	15	82
Customer File (Trade)	Purge	2430	2335	26	69
Bureau order file	Purge	2438	2318	19	101
		85512	28480	347	461

Software provided includes... **DoubleTake** for de-duplication, multi-file merge-purge and suppression, and **Global Address** or **Matchcode** for Worldwide/UK address cleaning. For further details - including optional evaluation software downloads - see: www.tech4t.com/di

Customer Analytics

Through our Analytics Lab, data analysis bureau services and specialist data mining software, Tech4T can help you really understand your customers - their profile, how they best segment, their needs, how proportionally their spend varies by product group, their P&L contribution...

- ▶ Calculate customer lifetime value and profitability measures
- ▶ Statistically segment, profile and score your customers across multiple dimensions
- ▶ Develop response and predictive models
- ▶ Look at factors that predict churn
- ▶ Develop and maintain a 'customer analytics record' for everyone on your database. Use this intelligence to better understand changes in customer behaviour and develop 'adaptive' communication strategies



The analytical software we supply and support includes: **SPSS** for file transformation and data analysis, **AnswerTree/CHAID** plus **4Thought** for response/predictive modelling, **FastStats Discoverer** for high volume customer/prospect analytics including transaction, basket and profile analysis, **QPSMR** for market research and **KbaseT**. For full details about our analytical software, services and applying statistical analysis to marketing, see: www.tech4t.com/ci

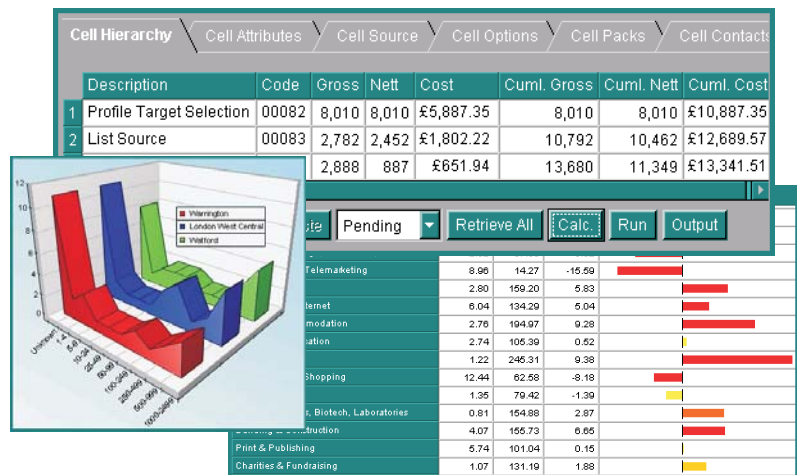
Campaign Targeting
Use analytics and customer intelligence to drive marketing

Measurement & On-line Reporting
Report campaign response and marketing/business intelligence

Campaign Targeting

To meet your campaign targeting requirements, Tech4T provides KbaseT - either as an in-house solution or as a fully managed service. KbaseT is a flexible customer analysis, database marketing and predictive campaign targeting solution that lets you work with ALL relevant data - directly from your web browser. Powered by FastStats technologies, the KbaseT solution incorporates our proven methodologies and hard won experience in designing, building, configuring, scripting and maintaining FastStats marketing systems.

- ▶ Count, select, browse and analyse your prospects and customers in seconds
- ▶ Use maps, charts, Venns, etc. for visual clarity
- ▶ Include customer, transaction, research and prospect data
- ▶ Compare customer profiles across database segments
- ▶ Add propensity scores to your entire database in minutes
- ▶ Select only those individuals more likely to respond to your offer or follow your suggested next action
- ▶ Spot customer behaviour change then plan multi-promotion, multi-cell, multi-pack campaigns - with ease



KbaseT^{24/7}

See: www.tech4t.com/kbt

On-line Reporting

Simple-to-use, low cost and totally secure web-based reporting.

ORA provides clear, concise and meaningful reports, with drill-down capability to quickly deliver marketing and management information.

Users can summarise and report on data held in any ODBC compliant database, tailoring their own reports directly through their web browser.

They can then save reports to their

PC in Adobe PDF, Excel CSV and HTM formats. **ORA** also works well with IBM WebSphere.

Cognos PowerPlay/Impromptu also available.

See: www.tech4t.com/report

Campaign Code	Campaign Name	Promotion Title	Promotion Code	Quantity Mailed	Total Cost (£)	Cost per Thousand (£)	Quantity Response	Response (%)	Cost per Response (£)
2003A	Spring Offensive								
		Renewal Plan	2003A01	7,771	6,145.96	760	92	1.18	66.8
		Customer Focus	2003A02	4,804	3,349.89	623	54	1.12	62.04
2003B	Summer Retention								
		Saver Plan	2003B01	4,253	2,287.71	489	46	1.08	49.73
		Incentive Gold	2003B02	5,177	3,113.58	557	58	1.12	53.68
		Incentive Silver	2003B03	7,348	4,177.09	529	80	1.09	52.21
2003C	Autumn Acquisition								
		Autumn Leaves	2003C01	8,202	4,771.72	563	91	1.11	52.44
		Fall Retainer	2003C02	9,299	5,460.24	556	105	1.13	52
2003D	Winter Up-Sell								
		Christmas Bonus	2003D01	5,135	2,408.32	432	60	1.17	40.14
		Spenders Plan	2003D02	4,080	2,483.19	540	44	1.08	56.44
		January Sales	2003D03	6,683	3,022.71	411	79	1.18	38.26

Tech4T

T4TSRV0205