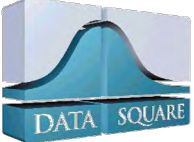


BUSINESS-TO-BUSINESS FORUM 2010
MAY 3-5, BOSTON

DRIVE SALES
SEAPORT WORLD TRADE CENTER BOSTON

Drowning in Data, Starved for Knowledge




Marketing Solutions:
Driven by Data, Powered by Strategy

Devyani Sadh, Ph.D. | CEO | Data Square
733 Summer Street, Ste 601, Stamford, CT 06901
1-877-DATASET | dr.sadh@datasquare.com


Agenda

- Introduction and Strategy
- Marketing Database
- Metrics and Measurement
- Data Mining
- Campaigns and CRM




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Introduction




Devyani Sadh, Ph.D


- CEO and Founder: Data Square
- 17+ year track record of success stories in driving ROI for global and mid-sized B2C and B2B marketers
- Chair: DMA's Analytics Council (Spread thought leadership in analytics)
- Seminar Leader: DMA's Database Marketing Seminar
- Invited Speaker (including Keynote) at national conferences and events
- Judge for various Analytic Competitions
- Adjunct Faculty: At top tier universities including NYU and UCONN
- Program Committee Advisor: National Centre of Database Marketing (NCDM)
- Doctorate in Applied Statistics and Training in Database Design

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About Data Square




Since 1999, Data Square has delivered highly successful award-winning "fusion" solutions in a wide range of verticals in B2B and B2C markets for global 1000 and mid-market clients such as IBM, Cisco, Kraft Foods, Sony, Elizabeth Arden, JP Morgan Chase, & Oppenheimer Funds.


| Database / Technology | Analytics / Strategy | Execution |
|---------------------------------|----------------------------|--------------------------|
| Database Design, Build, Hosting | Profiling and Segmentation | Cross-channel Comm. |
| Postal and Email Hygiene | Predictive Modeling | Campaign Management |
| Data Append and Overlays | Optimization | Digital Asset Management |
| Reporting / Campaign Data Marts | Analytic Contact Strategy | Email Marketing |
| Automated Analytic Platforms | Experimental Design | Personalized Web Pages |
| Dashboards / Reporting Tools | Web Mining | Direct Mail & Print |
| Campaign Management Tools | Metrics and KPI Strategy | On-Demand Portals |
| Marketing Automation | CRM Strategy & Roadmap | Mobile |
| Integrated CRM Applications | Db Health Assessment | Social Media |


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Introduction and Strategy





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Introduction and Strategy



Phase 1: Planning and Strategy

- Benefits Analysis
- Situational Analysis
- Marketing Objectives
- Strategy
 - Marketing
 - Database
 - Decision Support
- Marketing Programs
- Testing, Monitor and Control



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Introduction and Strategy

Benefits Analysis:

- The single most important benefit of data-driven marketing is the ability to target your marketing efforts, which means specific groups in your marketing database get specific messages that are relevant to them.
- A 5% uplift in customer retention can generate up to 70% growth in profitability – Bain Loyalty Effect.
- It costs five to ten times as much to recruit a new customer as it does to sell to an existing one.

Introduction and Strategy

Marketing Objectives:

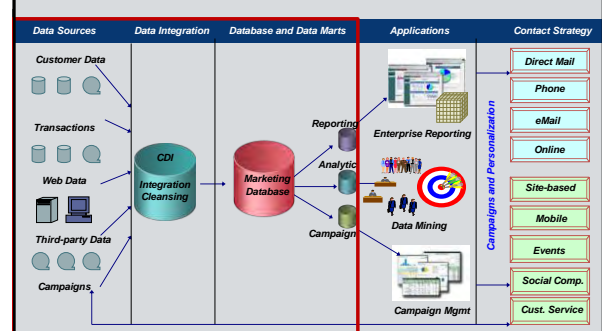
- Identify your target customers
- Differentiate your customers by
 - their needs
 - their value to your company.
- Interact with your customers to form a learning relationship.
- Customize your
 - Messages and offers
 - Products and services

Agenda

- Introduction and Strategy
- Marketing Database
- Metrics and Measurement
- Data Mining
- Campaigns and CRM



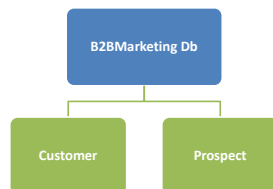
Database



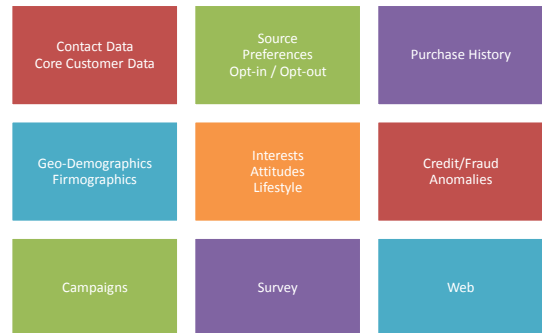
Database

Marketing Database

- A cleansed and integrated collection of customer and prospective customers including a minimum of contact, RFM and channel data. Additional elements include demographic data, customer preferences, shopping habits, web data, and promotion history.



Database: Data Sources



Database: Data Sources

Web Data allows you to get a broader picture

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Database: Data Sources

Integrate Web Data with offline data

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Database: Data Integration

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Database: Data Marts

Datamart

- A datamart is a database, or collection of databases, designed to help managers make strategic decisions about their business. Whereas a data warehouse combines databases across an entire enterprise, data marts are usually smaller and focus on a particular subject or department. Some data marts, called dependent data marts, are subsets of larger data warehouses.
- Datamarts also organize data in ways that queries and reports are faster and more efficient.

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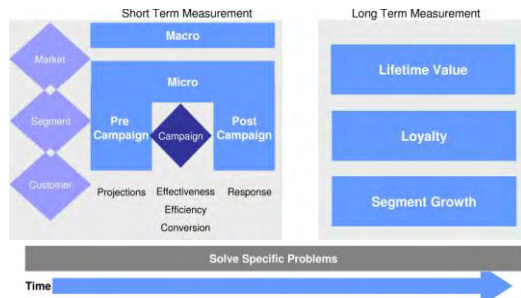
Metrics and Measurement

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Metrics and Measurement

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Metrics and Measurement: Strategy



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Metrics and Measurement: Strategy

Short Term

- 1. Customer Behavior - What they do now?
- 2. Marketing Campaign Performance

Medium Term

- 3. Segment Movement

Long Term

- 4. Lifetime value

Key Process

- Development of Key Performance Indicators (KPI's) based on campaign and business objectives.

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Metrics and Measurement: Strategy

Segment Movement

- Snapshots in time
- Measure changes in snaps!

Control Groups

- Make sure you take a cont



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Metrics and Measurement: Strategy

What should you measure ?

- Developing KPI's and the right metrics for your business is key



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Metrics and Measurement: Strategy

What should you measure ?

- Developing KPI's and the right metrics for your business is key

Allowable Marketing Cost Calculate what you can afford to spend on marketing

Yield & Lifetime Value Profitability of a customer over their lifetime

Breakeven Cost Point at which the campaign starts making profit

Reward Cost Allowable cost for rewards to customer in loyalty programs

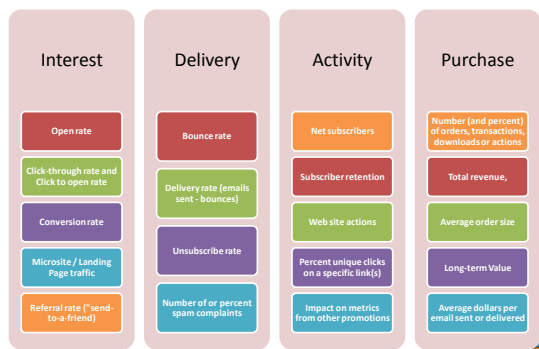
ROI Return on Investment after costs

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Metrics and Measurement: Strategy

Some KPI's for Email Marketing



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Metrics and Measurement: Strategy

Standardizing Multi-channel Measures

| TV/Radio | Web | Print | E-mail | Direct Mail | Tele |
|-----------------|-------------------|-----------------|--------------------|---------------|------------------|
| Medium, Station | Visitors (unique) | Circulation | List | List | Inbound/Outbound |
| Date/Time | Length visit | Position/Size | Bounce | Return mail | Length of call |
| Audience | Page Impressions | Cost | Open rate | Response rate | Info/Sign up |
| Cost | Popular pages | Response device | Click through rate | Date/Time | Date/Time |
| Response device | Referring sites | Response No. | Date/Time | | |
| Response No. | | | | | |

↓

Overall Measures

Response No / Rate
Total Cost
Conversion No / Rate
ROI

Other
Mobile, Channel, Events

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Metrics and Measurement: Strategy

Standardizing Multi-channel Measures

- Website
 - Site development cost: \$100,000
 - 6,000 visitors per month spending an average of 14 minutes
 - 9 cents / minute of interaction (\$100,000 / (72,000*14 minutes))
 - 16,800 hours of cumulative consumer initiated time spent on site
- TV
 - 2 million people deciding to watch a 30s TV ad
- Billboard
 - 12.1 million people driving by a billboard ad and actively viewing it
- Event
 - 17,000 people attending a 1 hour event

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Metrics and Measurement: Strategy

Understanding and Using Measures

- Sample Size
 - Results based on small size are not accurate
- Outliers
 - Very extreme values can affect segments
- Over 'fitting'
 - In conducting any analysis we are looking for good news therefore have a tendency to find good news
- Misinterpretation
 - Statistics can tell all kinds of stories. It is important to validate your conclusions
- Not testing
 - A discovery is only worthwhile once its been tested and found to offer an uplift over another approach

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Metrics and Measurement: Report Library

Key Standardized Reports in an Automated Fashion

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Metrics and Measurement: Report Library

Product Overview Business Driver Overview

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Metrics and Measurement: OLAP Ad-Hoc Access

On-line Analytical Processing (OLAP) is enabled by software designed for manipulating multidimensional data.

The software can create various views and representations of the data. OLAP software provides fast, consistent, interactive access to shared, multidimensional data.

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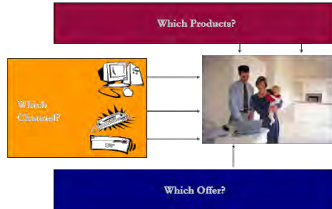


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Data Mining: Objectives

The goal of Data Mining is to provide the inputs needed to make the right decisions...

The Right Decisions are the Key to Revenue Growth



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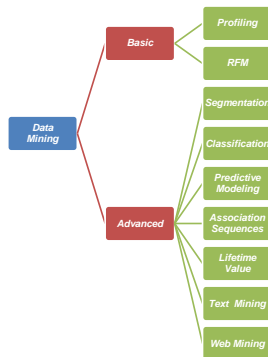
Data Mining: Top Applications

- Direct Marketing
- Customer Relationship Management
- Customer Retention
- Customer Acquisition
- Customer Growth / Up-sell
- Customer Lifetime Value
- Customer Cross-sell and Diversification
- Media Mix Optimization
- Channel Optimization
- Customer Attrition Prediction
- Product Recommendations
- Offer Optimization
- Marketing Automation
- Fraud Detection
- Risk Assessment
- Collections Management
- Underwriting Management
- Sales Pipeline Forecasting
- Sales Force Automation
- Pricing Optimization
- Web Analytics
- Online Personalization
- Customer Service Management
- Contact Center Management
- Forecasting
 - Product, Portfolio, Division
 - Business, Market, Economy

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Data Mining: Techniques



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Data Mining: Profiling

Customer profiling involves matching behavioral information such as response with additional data such as demographics (e.g. age, gender, income, presence of children, etc.), psychographics (e.g. likes cultural events, wine drinker, golfer, etc.) and other customer characteristics.

Profiles are useful when created with a reference point and an index. For example,

- Customers vs. available prospect universe
- Best customers vs. available prospect universe
- Best customers vs. overall customer base

$$\text{Index} = \frac{\text{Incidence of Variable Category in Target Group}}{\text{Incidence of Variable Category in Overall Base}}$$

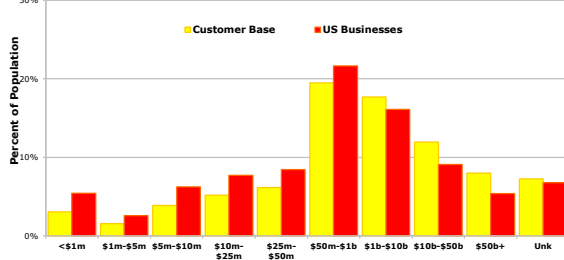
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Data Mining: Profiling

Example: Profile of Customers vs. US Businesses

- Which sales volume categories are likely to deliver above-average response rates in a prospect mailing?



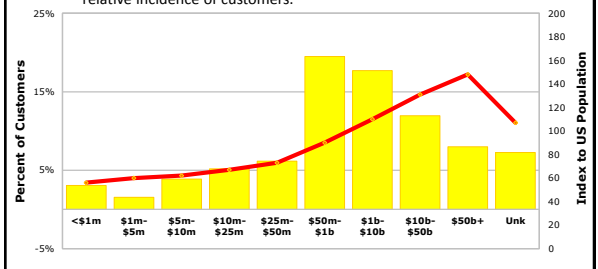
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Data Mining: Profiling

Example: Profile of Customers vs. US Businesses

- Businesses with sales volume of \$500 billion or more have the highest relative incidence of customers.



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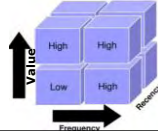
Data Mining: RFM

A proven technique for waste elimination is an analysis of customers by recency, frequency, and monetary (RFM) values.

Recency: The number of days between the last purchase and the time of analysis; the smaller the number the higher the probability of next purchase.

Frequency: The number of purchases during a period of time; the higher the frequency the higher the loyalty of a consumer.

Monetary: Total amount of purchase during a period of time; the higher the amount the higher the contribution of a consumer.



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Data Mining: RFM

Recency: Divide the sorted purchase dates into five equal intervals; then assign a weight 5 to the first 20 percent, 4 to the next 20%, and so forth.

Frequency: Divide the total purchase counts in an interval into five equal intervals

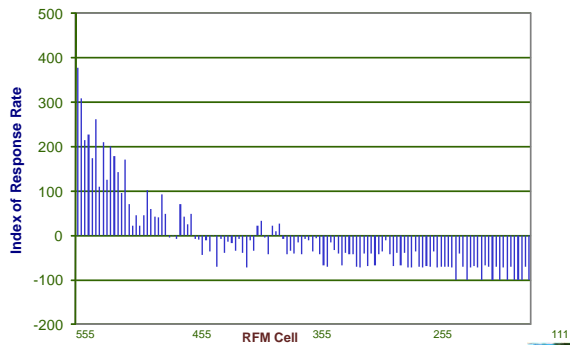
Monetary: Divide the total purchase amounts in an interval into five equal intervals

| RFM | R | F | M | Response Rate |
|-----|----|----|----|---------------|
| 555 | 5 | 5 | 5 | Highest |
| 554 | 5 | 5 | 4 | .. |
| 553 | 5 | 5 | 3 | .. |
| 552 | 5 | 5 | 2 | .. |
| 551 | 5 | 5 | 1 | .. |
| 455 | 4 | 5 | 5 | .. |
| 454 | 4 | 5 | 4 | .. |
| 453 | 4 | 5 | 3 | .. |
| 452 | 4 | 5 | 2 | .. |
| 451 | 4 | 5 | 1 | .. |
| 445 | 4 | 4 | 5 | .. |
| .. | .. | .. | .. | .. |
| .. | .. | .. | .. | .. |
| .. | .. | .. | .. | .. |
| 111 | 1 | 1 | 1 | Lowest |

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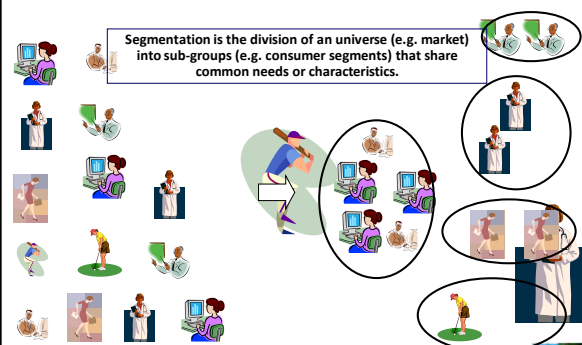
Data Mining: RFM



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Data Mining: Segmentation

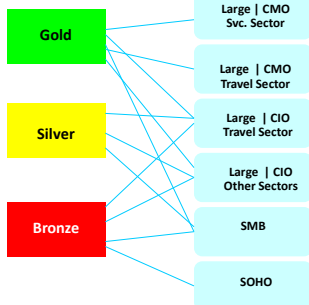


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Data Mining: Segmentation

Value-based Segments Needs-based Segments



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Data Mining: Segmentation

Segment Creation and Utilization Roadmap



- Segmentation based on:
- Behaviors
 - Firmographics
 - Psychographics (interests, attitudes, lifestyles)
 - Needs
 - Benefits
 - Preferences

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Data Mining: Segmentation

Segmentation Applications

- Developing specialized strategy by segment
 - Management of creative, media, and product
- Evaluation of media and channel fit with segments
- Product development and bundling
- Geographic screening
- Constructing market tests

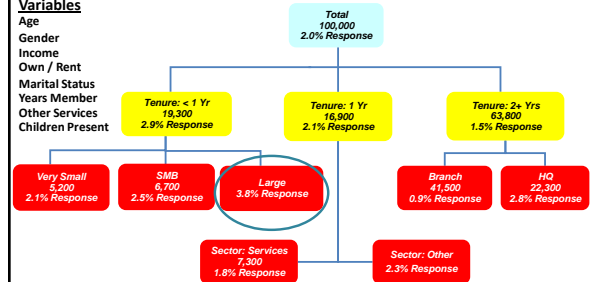
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Data Mining: Classification

Variables

Age
Gender
Income
Own / Rent
Marital Status
Years Member
Other Services
Children Present



Large businesses that are new customers are most responsive.

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Data Mining: Predictive Modeling

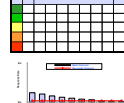
Model Development



Model Scoring



Model Evaluation



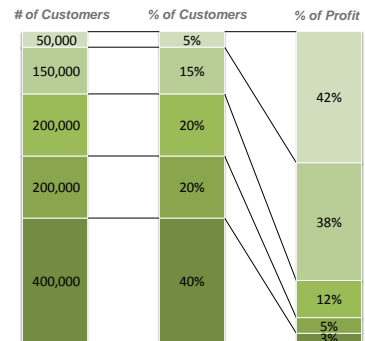
Predictors:

Transactional Data
Firmographics
Geographics
Geo-demographics
Third-party Data
Model Scores

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Data Mining: Predictive Modeling



Predictive Modeling can help identify 20% of the customers that will generate 80% of the future response or revenue.

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Data Mining: Predictive Modeling

Model Evaluation Charts

| Model Decile | # Mailed | # Responders | Resp. Rate | Cum Resp. Rate | Index | Cum Index |
|--------------|-----------|--------------|------------|----------------|-------|-----------|
| 1 | 100,000 | 2,400 | 2.4% | 2.40% | 267 | 267 |
| 2 | 100,000 | 1,500 | 1.5% | 1.95% | 167 | 217 |
| 3 | 100,000 | 1,300 | 1.3% | 1.73% | 144 | 193 |
| 4 | 100,000 | 1,100 | 1.1% | 1.58% | 122 | 175 |
| 5 | 100,000 | 1,000 | 1.0% | 1.46% | 111 | 162 |
| 6 | 100,000 | 700 | 0.7% | 1.33% | 78 | 148 |
| 7 | 100,000 | 500 | 0.5% | 1.21% | 56 | 135 |
| 8 | 100,000 | 300 | 0.3% | 1.10% | 33 | 122 |
| 9 | 100,000 | 100 | 0.1% | 0.99% | 11 | 110 |
| 10 | 100,000 | 100 | 0.1% | 0.90% | 11 | 100 |
| Overall | 1,000,000 | 9,000 | 0.9% | 0.90% | - | - |

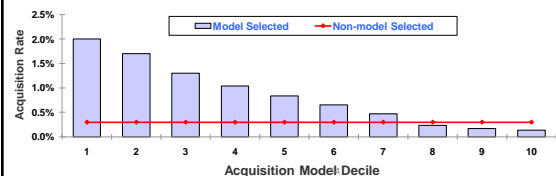
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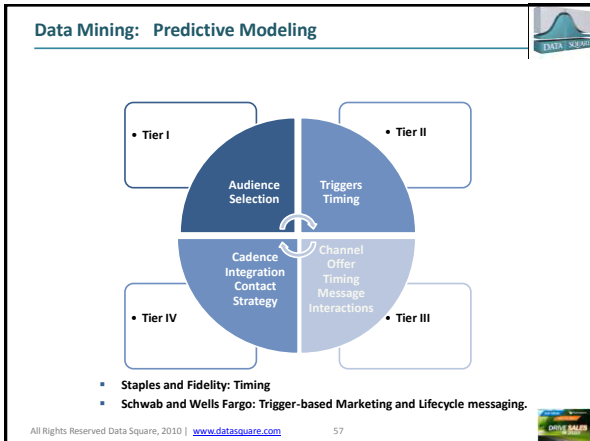
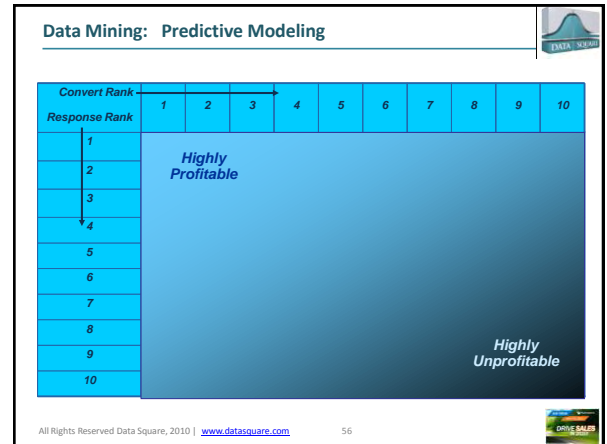
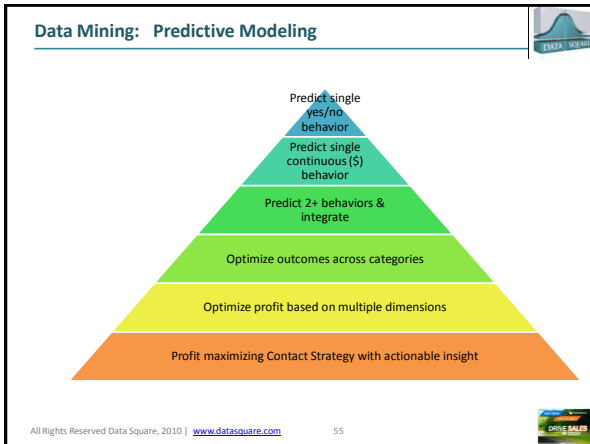
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Data Mining: Predictive Modeling

Case Study: Customer Acquisition

- A tele-communications company was looking to acquire customers that looked most like "best customers".
- A Prospect "Best Customer" Model was built against a combination of lists using demographics and geo-demographics.
- The top 10% of prospects (Decile 1) showed a response rate of 2% (vs. the average rate of .3%) to an introductory direct mail promotion.





Data Mining: Associations

Association analysis is used to identify the behavior of specific events or processes. Associations link occurrences within a single event.

- E.g. Companies that purchase hardware are three times more likely to buy software than those who buy only services.

Sequences are similar to associations, but they link events over time and determine how items relate to each other over time.

- E.g. Businesses that buy Product A are four time more likely to buy a related accessory within six months.
- Marketers may offer a 10% discount on all -related accessories within 3-4 months following their Product A purchase.

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Data Mining: Associations

SEARCH INSIDE™

Optimal Database Marketing: Strategy, Development, and Data Mining (Hardcover)

by Ronald G. Dizon-Rios, Peter D. Grady "Ken's daily routine is similar to the routine of millions of other people in the United States and other countries..." (Group)

Explores: categories | Bookish and Related Topics | Categories | Text, Study | Study | Study | Review: Front Cover | Categories | Table of Contents | Excerpt | Index | Back Cover | Buy Now

Customers who bought this item also bought

The New Direct Marketing: How to Implement a Profit-Driven Database Marketing Strategy by David Shepard

Strategic Database Marketing by Arthur Middleton Hughes

Data Mining Cookbooks: Modeling Paths for Marketing, Sales and Customer Relationship Management by Silvia Dem-Bui

Data Mining Techniques: For Marketing, Sales and Customer Relationship Management by Michael J. A. Berry

Direct Marketing: Strategy, Planning, Execution by Edward J. Nash

Explore Similar Items: 8 Books

What do customers ultimately buy after viewing items like this?

52% buy Strategic Database Marketing by Arthur Middleton Hughes ***** \$31.47

20% buy The Item Featured on this page Optimal Database Marketing: Strategy, Development, and Data Mining by Ronald G. Dizon-Rios ***** \$59.95

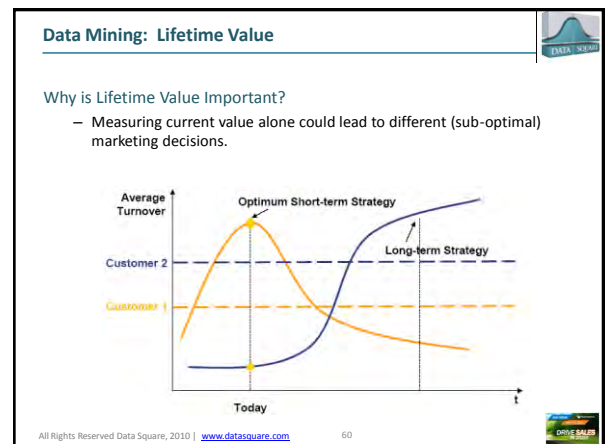
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11% buy Data Mining Using SAS Applications by George Fernandez ***** \$82.95

4% buy Data-Driven Business Models by Alan Webber ***** \$31.47

Compare these items Explore Similar Items

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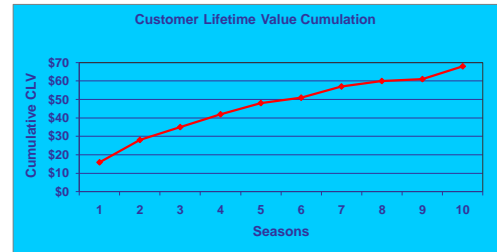
Data Mining: Lifetime Value

Why is Lifetime Value Important?

- Compared with low-CLV consumers, high-CLV consumers
 - Have higher tenure and retention rates
 - Buy more per year
 - Buy higher priced options
 - Buy more often
 - Are less price sensitive
 - Are less costly to serve
 - Are more loyal
 - Tend to be multi-channel buyers and more engaged

Data Mining: Lifetime Value

Consumer Lifetime Value is the net present value of a consumer's future contributions to profit and overhead.



Data Mining: Lifetime Value Applications

Acquisition

- Invest to acquire a customer if expected NPV of future cash flows is equal to or greater than the acquisition costs
- Acquisition costs are sunk costs and irrelevant after the customer has been acquired

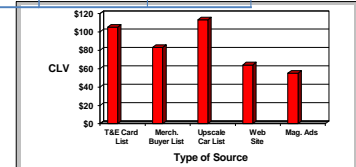
Retention

- The value of a customer can be raised by increasing the volume of purchases, the margin on purchases, or the period over which purchases are made
- Invest in customer development and retention until, at the margin, the increases in customer value attributable to changes in volume, margin and duration are equal to the costs of achieving them

Data Mining: Lifetime Value Applications

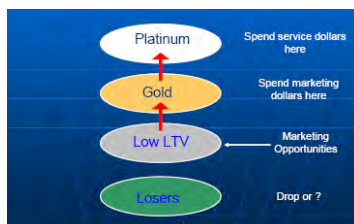
| Source | Lifetime Value | Acquisition Cost | Value Ratio |
|-------------------|----------------|------------------|-------------|
| T&E Card List | \$ 105.43 | \$ 32.74 | 3.22 |
| Merch. Buyer List | \$ 84.39 | \$ 24.18 | 3.49 |
| Upscale Car List | \$ 113.22 | \$ 34.21 | 3.31 |
| Web Site | \$ 64.16 | \$ 22.67 | 2.83 |
| Magazine Ads | \$ 55.29 | \$ 31.77 | 1.74 |

Acquisition
Prioritize sources by value ratio



Data Mining: Lifetime Value Applications

Retention Strategies Based on LTV



Data Mining: Lifetime Value

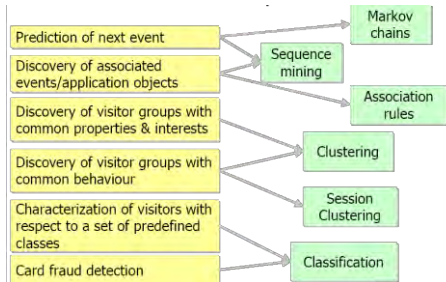
Increasing Lifetime Value

- Increase the retention rate
- Increase the referral rate
- Increase the spending rate
- Decrease the direct costs
- Decrease the marketing costs

One way to maximize LTV is to earn the loyalty of the most profitable consumers by giving them superior value.

Data Mining: Web Mining

Web Usage Mining Applications and Pattern Discovery Techniques



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Agenda

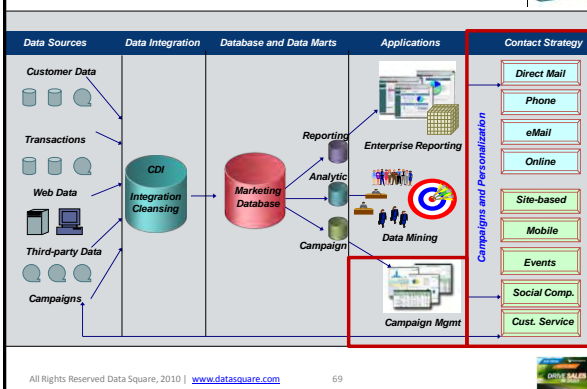
- Introduction and Strategy
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- Campaigns and CRM



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Campaigns



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Campaigns

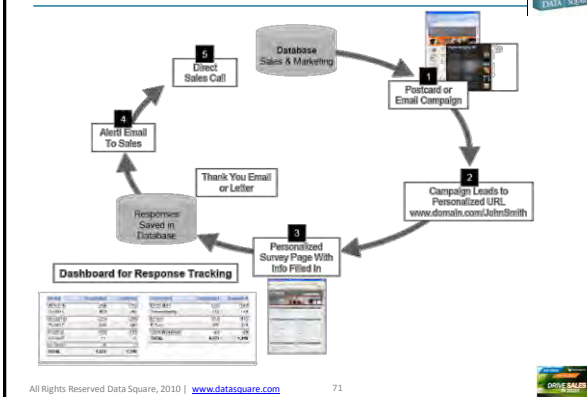
Campaign Management

- The process for organizations to develop and deploy **multi-channel marketing campaigns** to target groups or individuals and track the effect of those campaigns, by customer segment, over time. Enables you to:
 - Optimize your marketing spend
 - Improve the quality of the leads you generate
 - Measure campaign performance and effectiveness
 - Determine which marketing activities generate the most revenue
- Requires Database Marketing expertise and incorporation of insights from the data mining phase into a tactical campaign plan.

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Campaigns



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Campaigns

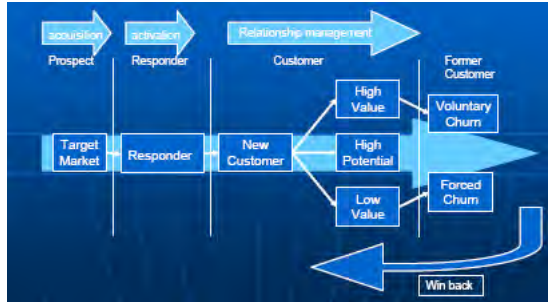


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Campaigns: Strategy

Develop an Overall Campaign Strategy for the Customer Lifecycle

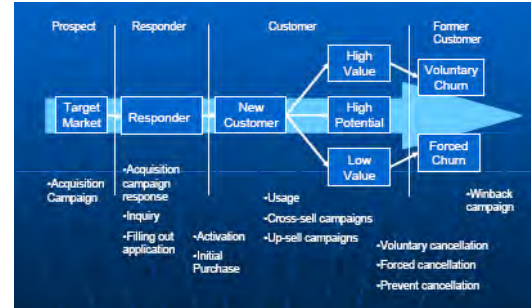


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Campaigns: Development

Identify Relevant Customer Lifecycle Events and Specific Campaigns



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Campaigns: Database

Leverage Appropriate Data for Different Lifecycle Events

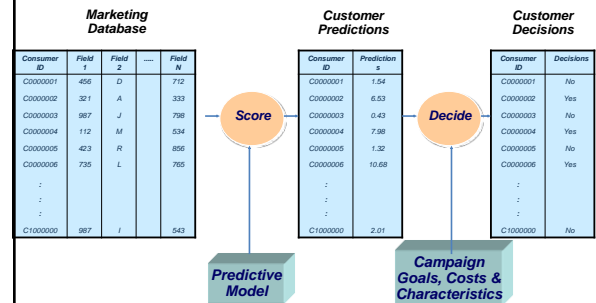


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Campaigns: Analytics

Applying a Predictive Model



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Campaigns: Analytics

Single Contact Decision Table

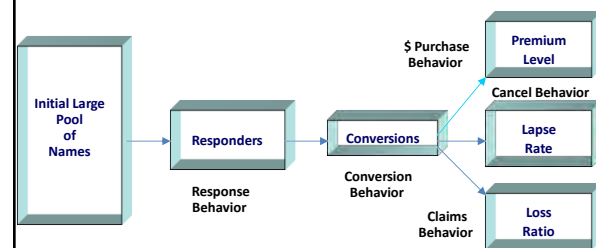
| Model Segment | Prior S/K Revenue | Project S/K Revenue | Project S/K Cost | Project S/K Profit | Contact Decision |
|---------------|-------------------|---------------------|------------------|--------------------|------------------|
| 1 | (\$ 6,170) | *1.05=(\$ 6,479) | -\$ 4,562 | = \$ 1,917 | -->Yes... |
| 2 | \$ 3,250 | \$ 3,412 | \$ 2,630 | \$ 782 | Yes |
| 3 | \$ 2,184 | \$ 2,293 | \$ 1,924 | \$ 369 | Yes |
| 4 | \$ 1,959 | \$ 2,057 | \$ 1,776 | \$ 281 | Yes |
| 5 | \$ 1,461 | \$ 1,534 | \$ 1,447 | \$ 87 | Yes |
| 6 | \$ 1,122 | \$ 1,179 | \$ 1,222 | \$ (43) | No |
| 7 | \$ 897 | \$ 941 | \$ 1,073 | \$ (132) | No |
| 8 | \$ 604 | \$ 635 | \$ 880 | \$ (245) | No |
| 9 | \$ 511 | \$ 536 | \$ 818 | \$ (282) | No |
| 10 | \$ 342 | \$ 359 | \$ 706 | \$ (347) | No |

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Campaigns: Analytics

Multi-Step Sales Segmentation and Targeting



Multi-step sales processes (e.g., insurance) involve multiple behaviors each of which can have an impact on profitability.

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Campaigns: Analytics

Multi-Step Decision Table

| Name | Predict Resp. | Predict Convert | Predict Premium | Predict Lapse | Predict Claims | Project Profit | Contact Decision |
|------|---------------|-----------------|-----------------|---------------|----------------|----------------|------------------|
| 1 | 2.4% | 33.6% | \$ 932 | 14.2% | 85.1% | \$ (0.63) | No |
| 2 | 2.5% | 34.2% | \$ 1,563 | 12.4% | 86.1% | \$ 5.18 | Yes |
| 3 | 1.9% | 28.4% | \$ 1,228 | 13.1% | 84.2% | \$ 1.86 | Yes |
| 4 | 2.8% | 35.2% | \$ 1,439 | 21.3% | 97.2% | \$ (9.23) | No |
| 5 | 2.7% | 24.7% | \$ 1,332 | 19.4% | 82.4% | \$ (2.35) | No |
| 6 | 2.1% | 29.8% | \$ 1,498 | 23.8% | 83.6% | \$ (1.21) | No |
| : | | | | | | | |
| : | | | | | | | |
| : | | | | | | | |
| N | 1.6% | 32.7% | \$ 1,195 | 14.2% | 84.3% | \$ (4.10) | No |

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Campaigns: Analytics

Multi-channel contact often increases effectiveness

- Multi-channel users tend to be more loyal

Marketing contacts often interact (“cannibalize”) when:

- Same or similar product offerings
- Small time interval between contacts

Diminishing impact with added contacts

Seasonal consumer based strategies are chosen to maximize profitability:

- Finding the best combination of contacts
- Within a time period

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Campaigns: Analytics

Optimization by Contact Strategy

| Name | Strategy | Mailing #1 | e-Mail #1 | Tele-Marketing #1 | Mailing #2 | e-Mail #2 | Mailing #3 | Project Season Profit |
|------|----------|------------|-----------|-------------------|------------|-----------|------------|-----------------------|
| 1 | 1 | Yes | No | No | No | No | No | \$ 2.14 |
| 1 | 2 | No | Yes | No | No | No | No | \$ 0.12 |
| 1 | 3 | Yes | Yes | No | No | No | No | \$ 2.23 |
| 1 | 4 | No | No | Yes | No | No | No | \$ 4.72 |
| 1 | 5 | Yes | No | Yes | No | No | No | \$ 5.89 |
| 1 | 6 | No | Yes | Yes | No | No | No | \$ 4.74 |
| : | : | | | | | | | |
| : | : | | | | | | | |
| 1 | 63 | Yes | Yes | Yes | Yes | Yes | Yes | \$ 5.27 |

Customer-centric (vs. campaign centric) optimized contact strategy with the highest profit

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Campaigns: Analytics

Optimization by Model and Contact Strategy

| Model Segment | Aggressive | Frequent Mail | Offline Only | e-mail Only | Light |
|---------------|------------|---------------|--------------|-------------|-----------|
| 1 | \$ 6.87 | \$ 5.58 | \$ 5.38 | \$ 0.45 | \$ 2.17 |
| 2 | \$ 1.14 | \$ 2.36 | \$ 2.26 | \$ 0.22 | \$ 0.95 |
| 3 | \$ (0.95) | \$ 1.18 | \$ 1.13 | \$ 0.14 | \$ 0.50 |
| 4 | \$ (1.39) | \$ 0.93 | \$ 0.89 | \$ 0.12 | \$ 0.41 |
| 5 | \$ (2.36) | \$ 0.38 | \$ 0.36 | \$ 0.08 | \$ 0.20 |
| 6 | \$ (3.03) | \$ 0.01 | \$ (0.00) | \$ 0.06 | \$ 0.06 |
| 7 | \$ (3.47) | \$ (0.24) | \$ (0.24) | \$ 0.04 | \$ (0.04) |
| 8 | \$ (4.04) | \$ (0.56) | \$ (0.56) | \$ 0.02 | \$ (0.16) |
| 9 | \$ (4.23) | \$ (0.67) | \$ (0.66) | \$ 0.01 | \$ (0.20) |
| 10 | \$ (4.56) | \$ (0.85) | \$ (0.84) | \$ (0.00) | \$ (0.27) |

Most profitable strategy for a segment has the highest value in the row

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Campaigns: Evaluation

Test-Learn-Execute-Repeat

- How do you determine the effectiveness of your marketing campaigns?



Test

- Create test plans for each recommendation
- Models available to calculate sizes for test and control groups
- Evaluate performance based on experimental design

Learn

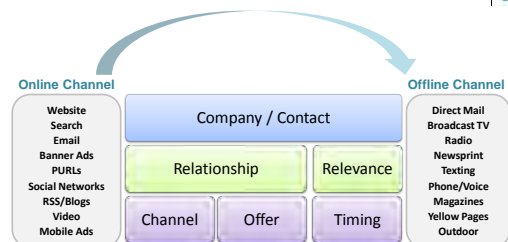
- Actual lift versus predicted lift
- Champion models

Execute!

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Campaigns: Best Practices

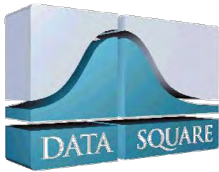


Multi-step Multi-Channel Lifetime Value and Relationship-based Contact Strategy
Optimization based on predictive analytics is the wave of the future

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Contact Information



Business Solutions:
Driven by Data, Powered by Strategy

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