

Managing Multiple Customer Touchpoints

Keeping your messages and offers fresh and enticing...

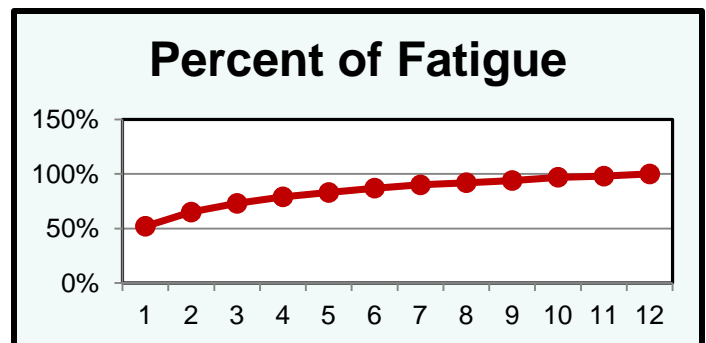
As the number of channels, offers and messages your customers receive everyday continues to increase....

Intelligence driven marketing is the only way to meet these needs and challenges...

Fatigue is the No. 1 reason marketing become ineffective...

- Customer
- Offer
- Channel

Our real world results compilation shows that over time, fatigue increases



Your Customers, Products, Offers and Channels

Data and Performance Results on prior campaigns

Empirically derived "Results Calculations" for each Product/Offer/Channel configuration

The "Results Calculations" are a predictive assessment of each configuration

Segment A - Email

Product/Offer A

65%

Product/Offer B

$$73\% \times (1.8 \times 49) - .54 = 63.88$$

Product/Offer C

$$52\% \times (2.3 \times 71) - .54 = 84.38$$

Segment B - Email

Product/Offer A

65% X (3)

= 10

Product/Offer B

$$73\% \times (1.8)$$

= 63.

Product/Offer C

$$52\% \times (2.3 \times 71) - .54 = 84.38$$

We optimize the entirety of the configurations by testing (analytically) each with its calculations, against each and every other one

The result is a marketing outline that optimizes each configuration (offer, channel, customer etc) to maximize performance of your marketing at each customer touch.

MULTI CHANNEL MANAGER - OFFER CUSTOMER AND CHANNEL PROFITABILITY					
		Product/ Offer A	Product Offer B	Product Offer C	
Response	Segment A	Email	5.06%	3.23%	2.09%
	Segment A	Direct Mail	3.82%	2.11%	1.17%
Financials	Marketing Value		\$133.00		\$195.00
	Count Selected to Market		6,748	3,315	12,489
Expected Value			\$42,915.93	\$17,412.04	\$46,777.55
				\$10,914.64	\$24,372.28
			\$6,497.40	\$22,405.27	