

## Managing TO Customer Engagement

Marketers spend a lot of time and money trying to get customers “engaged” in their brand

But how do you know which customers to engage? And how do you do it profitably?

We think we have the answer...and it’s a whole lot more than just segmentation!

It all begins with YOUR Data..

We use the data to analyze your marketing performance variables (Offer, Channel etc.)

Analyzing marketing performance by customer allows us to build a picture of your customers engagement behavior.

Using the Engagement Behavior, we build marketing plans for each behavior group.

Each plan will be different in its strategies and tactics to address the different behaviors

However the objective is the same...  
**Manage Customers TO Engagement**

Performance Results from each strategy and tactic are gathered, analyzed and “fedback”  
To facilitate refinement of the marketing plans due to changes in customer behavior

