



# DATABASE MARKETING

## DATABASE RESPONSE MODELING & TARGET MARKETING

- Target the right customers at the right time.
- Construct appropriate models (Logistic, Neural Networks, Decision Trees, etc.) to determine propensity to respond to solicitations.
- Reduce mailing costs and/or increase response rates by mailing to targeted prospects.
- Measure accuracy of new and existing predictive models.
- Incorporate back-end performance measures at the campaign stage.
- Determine the optimal number of promotions for the same product for a given customer.
- Generate look-alike models to match customer profiles on external lists to those of existing profitable customers (i.e., bring the right customers).

## CUSTOMER SEGMENTATION & PROFILING

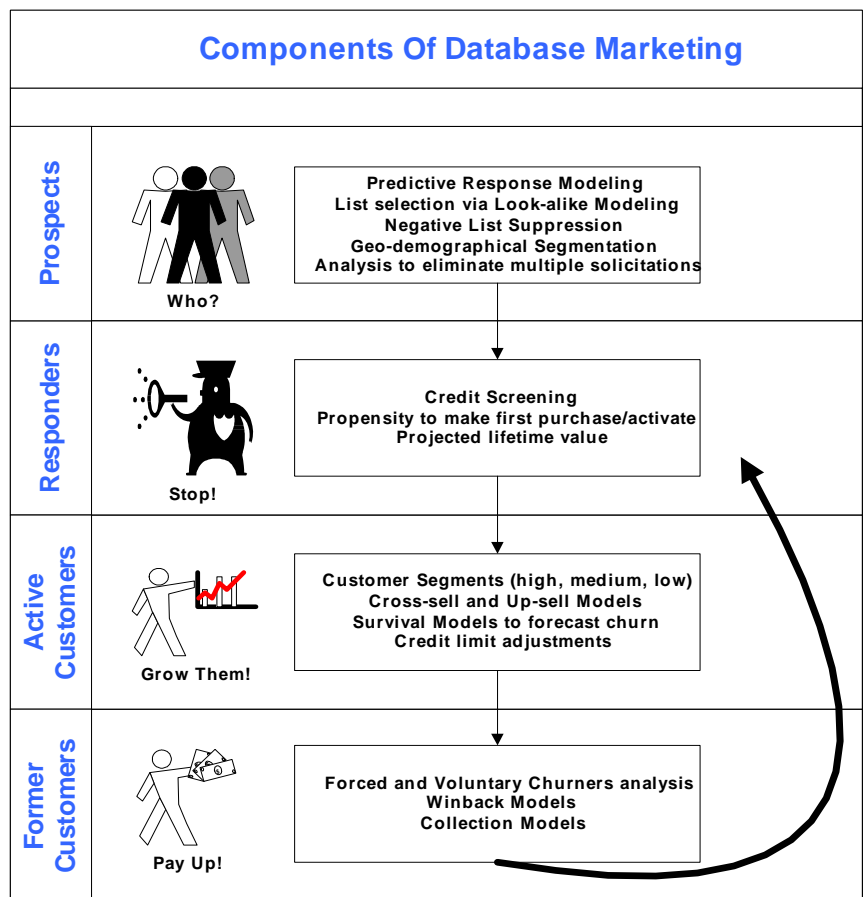
- Create and describe customer segments.
- Define and identify best customers.
- Isolate those segments to target for retention, up-sell, cross-sell or preferred service.
- Develop next-offer models to determine the next product to offer a segment of customers and the associated optimal timing.
- Utilize customer profiles and association rules to discover product affinities.

## RETENTION & REACTIVATION MODELING

- Apply survival analysis modeling techniques to determine segment retention rates, predict time to churn, and forecast propensity to reactivate.
- Understand churner categories (forced churner, voluntary churner and silent churner).
- Detect those churner clusters which require different retention or reactivation treatments.

## ZIP CODE & ADDRESS MODELING

- Employ advanced statistical procedures such as principal component analysis to capture data multidimensionality and produce Zip Code and Address scores.
- Build customized Zip Code clustering schemes.



## EXTERNAL DATABASE EVALUATION & SELECTION

- Estimate the value of commercially-available information to your business.
- Rapidly assess thousands of demographic, attitudinal, credit and lifestyle data elements.

## EXPERIMENTAL DESIGN

- Design efficient experiments for testing marketing or process factors.
- Include sample size determination, randomization, data collection and subsequent analysis along with statistical confidence intervals.