

PROPHET ANALYTICS

-know your customers

*Send your customers personalised messages with offers they love and respond to.
Increase your bottom line through targeted cross-sell and up-sell.
Identify your best customers - and make them stick to you.*

If you have a large customer database - and want to make a difference in your direct marketing – we can help you.

Segmentation

Segmentation is a good place to start in understanding and relating to your customers. We create customer segmentations by allocating similar customers into groups - perhaps by needs, behaviour or lifestyle, depending on the business need.

After that we profile each segment by customer features to find out why they are different. As a result, we define findings, business implications and then marketing opportunities to influence each segment. We then create a reporting structure around the segments so that customers can be tracked. By monitoring how customers react to the marketing initiatives taken, it can be seen what works and what doesn't.

After segmenting your customers you will be able to proactively "work" your database yourself and continually test, execute and monitor innovative marketing initiatives.

Campaign Pre and Post Analysis

We help many organisations by analysing their customers for campaign targeting and personalizing the communication through improved customer understanding. We then measure the results and ROI to ensure knowledge is gained from the exercise - and used to make improvements for the next campaign.

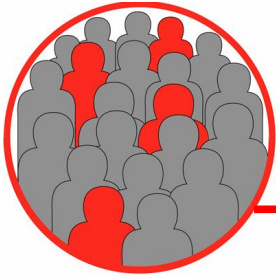
In working with one customer for the first time, we:

- Increased net profit by 30%;
- Increased gross income by 23%;
- Increase average response rate by 58%;
- Reduced the number mailed by 20%.

For more information contact Laura Prophet on:

EMAIL laura@prophetanalytics.com.au PHONE 0411 808 354 MAIL 6/104 Beattie St, Balmain, NSW 2041

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Response Modelling

How can you identify which customers are most likely to respond to your campaign?
How many should you contact in order for your campaign to be profitable?

By learning from data on past customer behaviour, we create models that order customers from “Most Likely” to “Least Likely” to respond. We then analyse the number of customers to be contacted until we find the optimal profitability.

For one client, a campaign using customers selected by a model improved response rates by over 400%.

Retention Modelling

Which customers are at risk of leaving? Who will reduce your share of their wallet?

As above, we use past behavior to create a predictive model. We then segment your customers by desirability and value and build a retention framework with different strategies for ‘at risk’ customers from different segments.

This approach allowed one client to reduce monthly customer attrition by 25%.

Other Projects on Customer Data

Each of the following can be performed as an individual project - or as part of the above projects:

- Setting up your Customer Database for Best Practice Direct Marketing;
- Customer Mapping and Demographic Analysis;
- Targeted Lead Generation for more good customers.

PRINCIPLES OF PROPHET ANALYTICS

Understand your business

Business benefits can only be determined when the main driving factors are understood.

Quick Hits

Focus on deriving business benefit at each step - in order to fund the subsequent steps.

Partner

Continue to support you after the end of a project.

Use existing software

Don't waste money on huge unnecessary software systems.

Educate

We work alongside your staff so they acquire knowledge on the job.

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