



modern analytics

## ADVERTISING AND ANALYTICS

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**WHO ARE YOUR CLIENTS' BEST CUSTOMERS?** What if you could predict how much revenues your latest advertising campaigns will generate for your clients? Would it help your clients to know who will buy what product and when, as a result of your campaign? How about making campaign budget decisions based on predicted revenue outcomes?

These are just some of the intriguing marketing questions that can be answered using advanced analytics to predict customer behavior. Imagine how this level of detail could change your clients' view of your business. Once the realm of advertising industry leaders, this technique is now much more affordable, and some say essential in the context of overall campaign planning and management.

For example, Market Research creates a snapshot of current attitudes towards a client's brand, product or proposition. It can identify new opportunities, but it falls short in terms of predicting actual sales or revenues.

But now it is possible to build on market research by combining survey data with customer data to create even more granular and actionable insights, often centered on customer profiles and very specific customer segmentations. This volume of data can be modeled to predict which customers are likely to purchase what products, through which channels, at what time and at what price. Or identify new, more profitable customers, or those customers most susceptible to attrition or fraud.

With clients having more channels available to them in their marketing mix, together with an array of products and services, and highly segmented customer bases, the complexity of data to be assimilated can make marketing decisions almost overwhelming.

Professional marketing judgment is essential, but it can be considerably enhanced and made more creative by access to statistical models that accurately predict the likely results of a marketing or sales initiative before it is launched. These analytics enable not only better, fact-based decisions but also different decisions.

Right now, our clients can compare the costs and likely results of different promotions or different channels in order to identify the optimum revenue return on various levels of marketing expenditure. They can also balance direct and indirect sales channels when the business value and quality of revenues are clearly predicted. We see this service as a natural and important extension to the suite of client services offered by Advertising Agencies who undertake market research.

Modern Analytics advises on the most effective use of marketing analytics, undertakes advanced analytical modeling and automates the data marts that create the fact-based environment for enterprise decision-making and business performance breakthroughs. The firm is known for its quality, speed and affordable solutions.