



modern analytics

What is a Marketing Data Model?

A scored mathematical model that identifies which customers are likely to buy what products or services. It suggests which marketing channels to reach these customers and predicts the type and number of customers likely to buy. It can be regularly updated with new marketing or product data and rescored or rebuilt to address the then current needs of your business.

What does it do for my business?

Increases revenue potential by expanding the total number of customers available to the business. It optimizes marketing expenditure by identifying the best channel for the most profitable product or service. It enables you to attract and retain more profitable customers. It avoids indiscriminate, irritating and wasteful marketing.

How does it work?

Models use data collected by your business about your customers and products, supplemented if necessary with external data to enrich segmentation. They match customers to products, services, revenues and channels. They profile the most profitable customers and identify similar new ones. They identify up-selling and cross-selling opportunities. They identify exposure or risk of fraud.

What does a model deliver?

Recommendations for future marketing campaigns, with fully detailed analytical backup. A plan for marketers to select and prioritize campaigns based on likely revenues. A budget tool to optimize marketing expenditure against expected revenue or profit results. A score-sheet to track marketing and sales performance. Extensive customer insight and marketing intelligence.

What results can be expected?

Improved customer retention and profitability. Increased revenues. Reduced costs of acquiring new customers. Optimized marketing expenditure. Better marketing not more marketing.