

Database Analytic Services

A Forward-Looking Database Marketing Paradigm





Traditional database marketing works on the assumption that “my next customer will look pretty much like my last.” While this assumption has some merit, it misses whole classes of potential customers. And, because it looks primarily backward, it leaves you vulnerable when the market changes. Decision Analyst’s **Database Analytic Services Group** merges traditional database analytics and modeling with state-of-the-art marketing research to help our clients achieve a broader, forward-looking view, allowing new positioning and new messaging to be developed and new targeting attributes to be extracted. The result is reinvigorated response rates, heightened customer loyalty, and enhanced revenue and profits.

Database Intelligence

For many companies, customer databases are their greatest asset. We use an array of advanced tools to help clients exploit the strategic profit potential of customer databases:

■ Data Cleansing and Data Integrity

Bad data inflates marketing costs and dilutes the power of analytics-based decisions. Database intelligence begins with making sure the database is as good as possible. Using a stochastic partitioning model, we assess and rank the viability of each record in the database so marketing efforts can concentrate on the records with the highest potential. Cleanup and restoration efforts focus on the remaining records. Then we help you develop a plan to keep the new, improved database in pristine condition as new records are added.

■ Data Warehouse Design and Architecture

Data has little value if it cannot be accessed quickly and manipulated in meaningful ways. Our **Database Analytic Services Group** has the experience and know-how to design data warehouses of multiple terabyte size and complexity.



■ Propensity Models and Lead Selection

Once the data are understood through exploratory analysis and marketing research, modeling begins. A logistic regression or other kind of model ranks leads based on likelihood of being “good” and/or assigns a loyalty or lifetime value score to each. Modeling efforts may include:

- Response models
- Revenue/Profit models
- Retention/Loyalty/Persistency models
- Lifetime value models

■ Segmentation

Segmentations can range from very simple, such as divisions of the market by age or income, to very complex segmentations built on psychographic and lifestyle variables. Decision Analyst is a world leader in segmentation technology.

Advanced Analytics

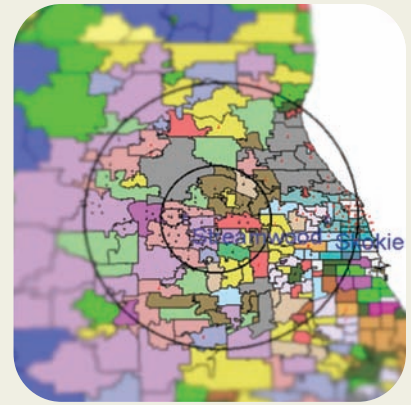
For most of its history, analytics and statistical modeling have been at the heart of targeted database marketing, and regression models of one sort or another have been the primary method. But the Advanced Analytics Group at Decision Analyst has an arsenal of techniques extending far beyond the typical linear or logistic regression models and includes the following:

- Experimental design and analysis
- Polytomous logistic regression
- Discrete-choice analysis
- Conjoint analysis
- Discriminant analysis
- Simulation models
- Linear programming models
- Decision tree models (CHAID, etc.)
- Structural equation models
- Value optimization (using lifetime value models)
- Perceptual mapping
- Cross-classification analysis
- Latent variable analysis



■ Geomapping

Geographic Information Systems (GIS) or simply, geomapping, is a powerful method of presenting customer segmentation, market share, and brand awareness data. Demographic, psychographic, and behavioral data can be overlaid on the same spatial map.



■ Reporting

Database information is of no value if it cannot be summarized and reported promptly and accurately. Decision Analyst has developed powerful multilevel reporting software with drill-down capabilities to race important information to decision makers.

Marketing Research Services

Traditional database marketing's dependence on past behavior and demographics of current customers is like driving a car by looking only in the rearview mirror. This works okay until the road turns. Markets are constantly changing and marketing research allows us to look out the front windshield and anticipate the curves—and be ahead of the curves. Marketing research services include:

■ Online Qualitative Research

We can analyze subgroups within customer databases to determine motivations, perceptions, and preferences. This can lead to new positionings, new messages, and new methods of attack.

■ Online Quantitative Research

Customer segments can be identified and surveyed to develop projectable data for all customers and subsets of customers to assist in targeting, messaging, and segmentation analyses.

■ Text Mining of Customer Comments

Most text or open-ended comments in customer databases are never fully analyzed. Decision Analyst uses automated coding systems to reveal the customers' true messages and reports them in an understandable way.

■ Testing Marketing Programs

Using its worldwide Internet panels and research systems, Decision Analyst can test the following marketing materials for effectiveness (before deployment):

- Brochures
- Product offers
- Ads
- Catalogs
- Promotions
- Web design



■ Volumetric Forecasting

The sales and profit potential of new marketing programs can be derived so that realistic estimates of first-year performance of new programs and offers can be forecast accurately.

■ Innovation Services

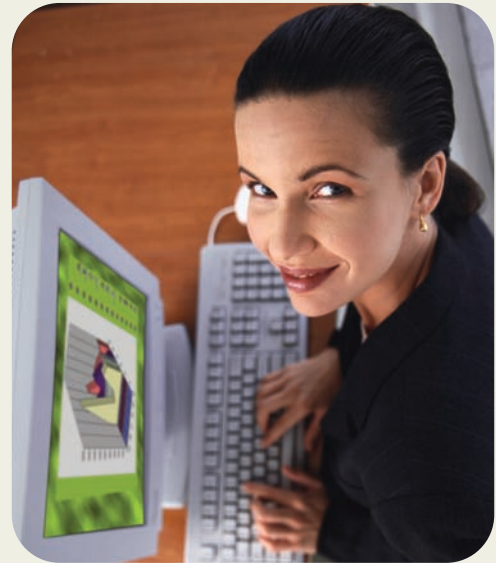
“The only thing constant is change.” Product life expectancy is decreasing. That’s why new product and promotional ideas are more critical now than ever before. Decision Analyst Innovation Services can generate the new ideas that will lead to business success, as follows:

- New product ideas
- New positioning and branding concepts
- Advertising messages
- Promotional offers

Marketing Optimization

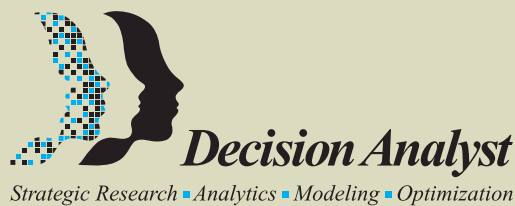
Let Decision Analyst’s Database Analytic Services help you get the most out of your marketing campaigns. Our experience with direct-response campaigns, combined with our marketing research capabilities, can help optimize campaigns to maximize response, profit, or lifetime value, including:

- Telephone
- Direct mail
- Email
- Direct response advertising (online and offline)
- Catalog (online and offline)
- Websites



Why Decision Analyst?

Decision Analyst is one of the largest marketing research and database analytic firms in the world. The company serves major corporate clients in North America, Europe, Latin America, and Asia, as well as major advertising and direct marketing agencies and consultancies. The firm has over 32 years of experience in helping clients optimize marketing campaigns through forward-looking analytics.



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