



## *Modeling and Analytics*

### **Identify and target customers and prospects that have the highest propensity for positive results**

The goal of all marketers is to maximize response and increase ROI. Use the analytic services of Telematch, Inc. to target prospects and customers that have the highest propensity for a positive result. Our segmentation experts work closely with clients to determine the profiles and models to provide the best possible results given your objectives.

#### **Increase New Customer Acquisition**

- Maximize response, customer activation and cross-sell opportunities
- Segmentation techniques increase marketing effectiveness and increase ROI
- Full service capabilities include profile, profile model, and response model:

**Profile:** This provides a “descriptive” view of the customer base by comparing a sample of the client file to national averages using common demographic and lifestyle variables on a variable by variable basis.

**Profile Model:** Good Customer Match Regression Model compares a sample of the best customers and matches them to a national universe and utilizes the “matches” as a target group in building a model.





**Response Model:** Compares a solicitation (or a number of solicitations) and the corresponding responses and builds a model to reach the most likely responders.

#### **Allocate Marketing Spend Efficiently**

Utilize models to reallocate or reduce marketing spend, depending on your individual need.

#### **Marketing Dollars Reallocation Utilizing A Set Campaign Quantity**

- Solicit top performing deciles more frequently
- Solicit poorly performing deciles less frequently or not at all

#### **Marketing Dollars Reduction**

- Omit bottom deciles from your campaign

#### **Response Performance Indicator (RPI)**

A quick, easy and cost-efficient generic model to effectively predict front-end response and back-end performance. The Response Performance Indicator can be applied quickly to any customer or prospect data file. The results provide actionable

information on who is likely to respond, and who is likely to pay.

#### **Applications include:**

- Customizing mailing offers such as pre-pay or bill me later dependent upon the likelihood to pay.
- Real-time or overnight ranking of prospects, for instance scoring e-commerce records to indicate the specific offer that should next be made based on their PPI ranking.

#### **About Telematch**

Telematch, Inc. is a leading information services provider, offering a comprehensive range of data appending, data enhancement, data management, database management and data processing services.

Telematch, Inc.'s technical resources, database expertise, and extensive data sources, including compiled plus telco-sourced directory assistance data, allows us to provide timely delivery of the most current and accurate marketing data available to clean, verify, append and enhance your most valuable resource—*your customer data*. We are proud of our well-established reputation for providing accurate data, fast turnaround and exceptional customer service.

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**Analytic services maximize response and increase ROI!**

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