

# A Guide to Introducing MICROMODELING®

When it comes to finding new customers, you shouldn't have to guess who to target. With data analytics, you can know exactly which individuals are most likely to respond to your message.

Data scientist sort through thousands of data points on your prospects and identify customer information that is relevant and important. This information helps you understand who your best customers are, so you can target more individuals who look like them.



## FACTS



We have a national consumer file over 266 million adults and over 136 million household record.



We use over 470 lifestyles and behavioral data points.



We use 10 layers of geography.



We are a third party processor with all 3 major credit bureaus.

## PURPOSE

**The goal of using data analytics is to help your clients improve their marketing results. Data analytics helps you do this in four ways:**

- 1** Identifying those most likely to respond by analyzing who their best customers are and finding more people who share similar data points.
- 2** Reduce marketing waste by advertising to the right individuals instead of target audiences where not everyone will be a good fit for what they are advertising.
- 3** Increasing results by getting their message in front of the right people
- 4** Understanding what is working and what is not, so you can refine the process for the next campaign.

# **STEP ONE:**

## **UNDERSTAND CURRENT MARKETING & WHAT THEY KNOW ABOUT CUSTOMERS**

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### **HIGHER LEVEL:**

- ❓ What are the goals of the campaign?
- ❓ Have they analyzed prior campaigns to see who responded and assess list performance?
- ❓ What % of customers are repeat customers?
- ❓ How have their sales performed? Do they know who is more likely to respond to sales incentives?
- ❓ What do you feel you are lacking in your marketing?

### **TACTICAL:**

- ❓ Are you doing any outbound marketing (direct mail, email, social media that targets individuals) in addition to inbound marketing that casts a wider net like PPC, display to audiences, etc.?
- ❓ Do you have a CRM with name and postal address? If you do not have postal addresses, do you have customer emails?
- ❓ Will you be marketing your events?
- ❓ Are you targeting businesses with email/display/PPC or are you targeting individuals?
- ❓ Do you plan to segment your marketing by racing types?
- ❓ Do you know your customer demographics, behavioral data, and lifestyle information? Do you use this information in your marketing to build personas?
- ❓ How far will people travel for the service?

### **TRANSACTIONAL:**

- ❓ What is the average customer/deal worth?
- ❓ What is the lifetime value of a repeat customer?
- ❓ What is the ROAS by channel?

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## STEP TWO: EXPLAIN MicroModeling®

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MicroModeling® helps you target individuals instead of targeting audiences. We start with a name and an address, so you know exactly who you are targeting.



If you are using multi-channel or omni-channel marketing, we can append email addresses and IP addresses, so you find your target online - what social media platforms they use, which websites they visit, and what connected TV streaming services they use.



MicroModeling® reviews over 470 lifestyle and behavioral data points on your customers as well as 10 layers of geography and creates a customer profile. This lets you see what your best customers look like and where your marketing footprint is.



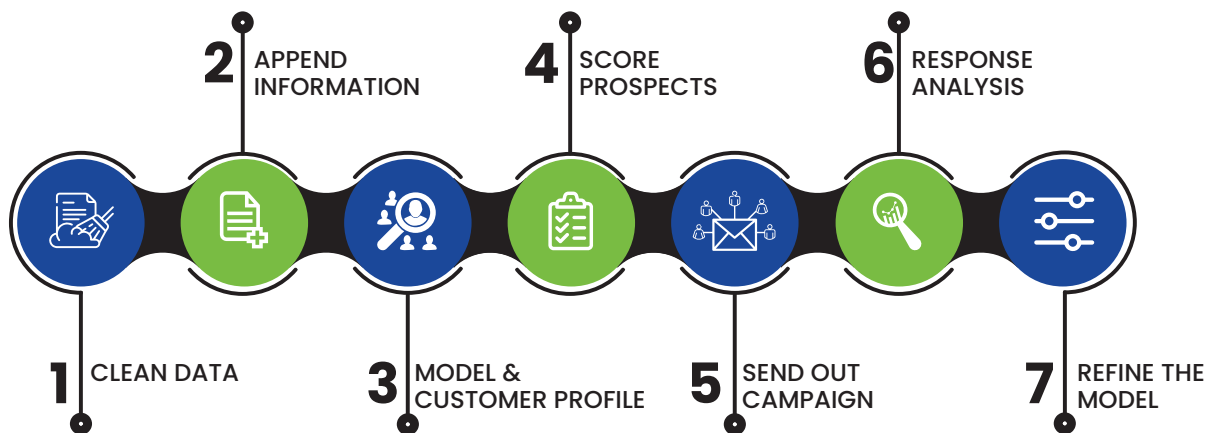
MicroModeling® then rates and scores your prospects, letting you know which ones are most likely to respond to your marketing. It also identifies which ones you should ignore because they are the least likely to respond.

### RESULTS:

- ✓ You know what your best customers look like with a customer profile.
- ✓ You see higher ROI because you are getting your message into the right hands.
- ✓ Because you targeted individuals, you can see exactly how your campaign performed with a response analysis.

## STEP THREE: HOW IT WORKS?

1. We clean up the data.
2. If needed, we will append missing information.
3. We will create a model and a customer profile.
4. We will score your prospect list and identify those most likely to respond.
5. You send out your campaign.
6. When the campaign is over, we can run a response analysis and let you know who responded.
7. We will also take this information to update and refine the model.



## STEP FOUR: NEXT STEPS

1. Both parties sign an NDA.
2. You send us your customer data.
3. We will clean up your data and create a model.
4. You'll receive a 50+ page customer profile and our findings in the model.
5. You send us your prospect list and we will score against the model, or we can provide you