

Using the Past To Predict The Future: Better Outcomes With Customer Analytics

Are you facing one or more of these issues?

- Unable to group your customer database into meaningful segments you can target with a tailored message and offer?
- Not using recency, frequency, and monetary value (RFM analysis) from your transactional data to find your most loyal customers?
- Are you testing campaigns and believe the highest response rate is the winner without statistical validation?
- Can't discern which "profiles" within your low responding campaigns have the characteristics of the high responders?
- Cannot determine the attributes shared by those most likely to purchase and cannot score a customer accordingly?

Massa & Company has solved these problems for other retailers because of our three-step process:

1. After spending time to learn about your company and the transactional and customer contact data you capture, we identify the valuable data points you have collected and then recommend additional data to begin collecting.
2. We organize the data and work with you to clean up the information in your database, evaluate its integrity for analysis, and standardize it to reduce the risk of non-delivery in email or direct mail.
3. Then based on your stated need we begin analysis. The results will be one of these and many more:
 - Cross-sell and up-sell more effectively to your current customers
 - Choose the best lists to more easily acquire new customers
 - Select the best offer for each segment
 - Test your campaigns and choose the best one
 - Increase response rates for all of your campaigns

Our passion is to increase your revenue by making the best use of your data. Contact us today at 312-463-1050 or bdmassa@massainc.com.

