



## Predictive Modeling and Analytics

*The success of your direct marketing campaign depends on the quality of your data.*



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Our Predictive Modeling and Analytics capabilities give you the information you need to make wiser, more cost-effective marketing decisions, improve deployment of your marketing dollars and maximize your return on investment.

We build customized models to predict consumer behavior, including propensity to buy, customer attrition and audience segmentation. We also offer resource optimization models that help plan mail schedules and forecast call center volumes. Once a specific campaign is completed, we'll help you analyze your results to the benefit of future marketing efforts.

We'll help you:

- > Segment your customer database for more effective marketing using characteristics such as age, income, propensity to purchase, etc.
- > Analyze the results of your campaigns to determine what works and what should change
- > Identify and take advantage of cross-sell and up-sell opportunities
- > Develop call volume projections to aid call center management during campaigns
- > Maximize Customer Lifetime Value (CLV)

We accomplish this using a number of analytical tools, including:

- > **Call Volume Projections** to minimize abandonment and hold times at your call center
- > **Geo-spatial Modeling** to identify geographic patterning and customer footprinting and provide trade area analysis
- > **Segmentation Modeling** to show natural clustering of customers
- > **Regression Modeling** to determine behavior based on set number of input characteristics

Call 800.869.2300 to learn how PerformanceDP can help your company.

- Acquire
- Retain
- Cross-Sell
- Up-Sell

