



Overview Discussion



Who We Are

- Data-driven marketing communications company
- We create actionable products to *acquire, cultivate, and retain* customers
- We help our *clients prosper*

eNtelligy Marketing helps you and your team accomplish business goals by offering comprehensive analytics combined with access to proprietary audience data. We equip you with analytics unlike any other company.



What Does This Mean

- Planning & Assessment - *gain insight*
- Acquisition - *acquire more customers*
- Cultivation - *sell more product*
- Retention - *keep good customers*
- Measurement and Feedback - *refine your results*



Services Provided

**Data
Cleansing**

**Database &
Analytical**

**Digital
Marketing**

**Telephone Data
Services**



**eMail
Marketing**

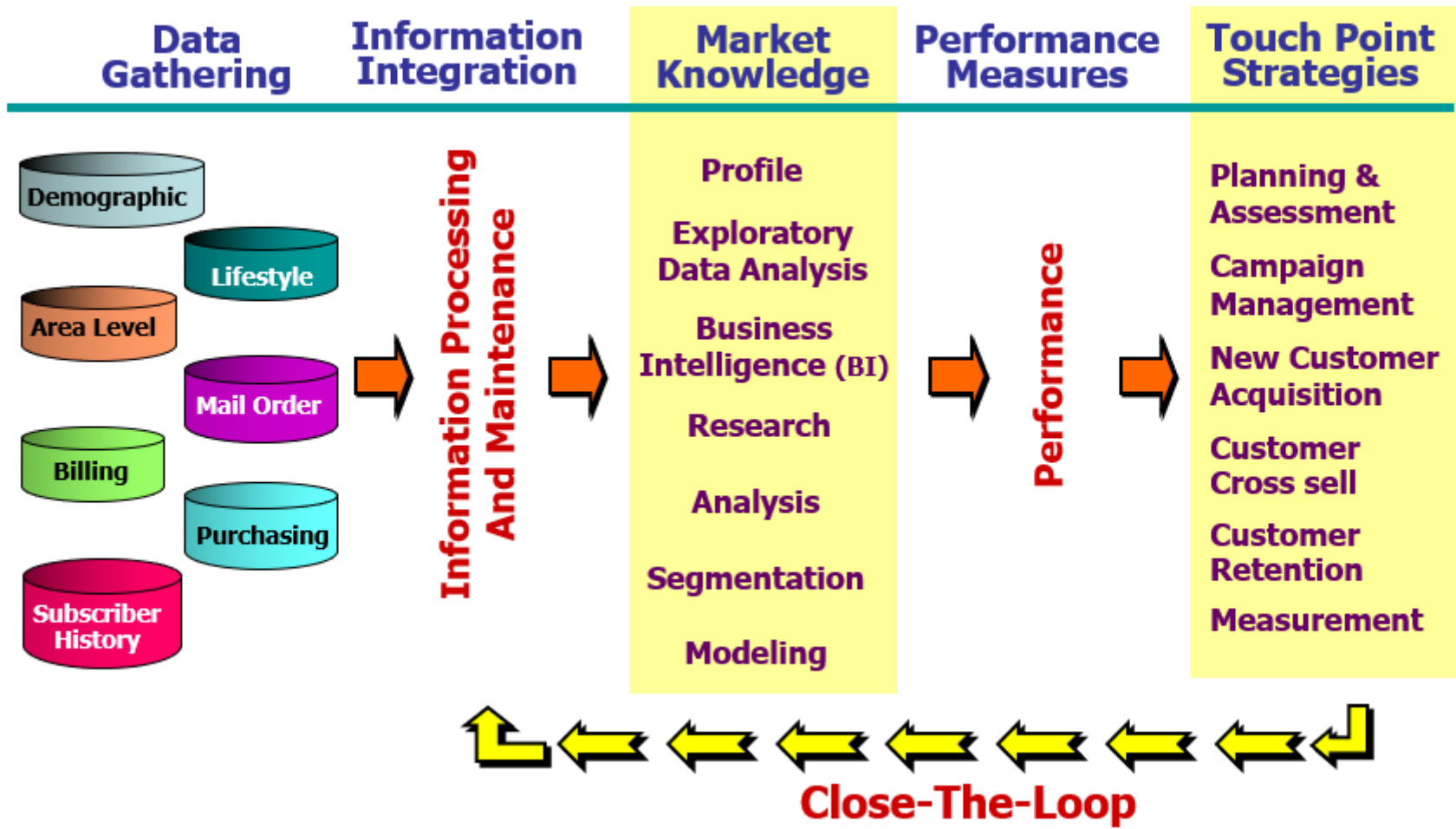
**Reverse Append
Services**

**Dashboard
Development**

**Data Append &
List Selection**



Knowledge Discovery Process



Data Cleansing – *The Basis for Success*

Comprehensively clean your data by utilizing:

- NCOA^{Link}® 48
- Address Enhancement
- MaxCOA – Change of Address
- Deceased Suppression
- Super Suppress
- Demographic
- Duplicate Identification
- Telephone Data Solutions
- eMarketing Services



Our Decisioning Tools

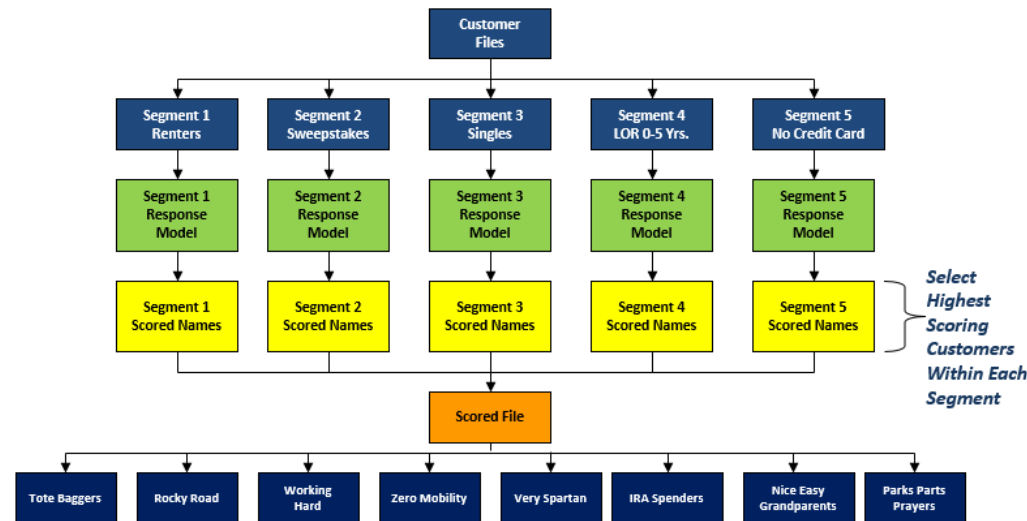
Planning and Assessment	Database Services		<ul style="list-style-type: none"> -Business Objectives Survey -VisionShop -Name Count System -Data Services 	<ul style="list-style-type: none"> -Marketing Assessment -Focus Groups -Marketing EKG 	<ul style="list-style-type: none"> -Technology Assessment -Data Audit -Product Line Profit Review 	
Acquisition		Creative and Print Production	Response Analysis	Initial Targeting Program (ITP)	Market Area Profile	Qualified Prospect Database
Cultivation			Segmentation	Next-Most-Likely Product	Product Propensity Coding System	Customer Profitability
Retention			Attrition Survey	Attrition Profile	Retention Modeling	Loyalty Program
Measurement and Feedback			<ul style="list-style-type: none"> -Response Analysis -Customer/Prospect Mapping -Other Predictive Techniques 	<ul style="list-style-type: none"> -Channel Analysis -CHAID -Response Modeling 	<ul style="list-style-type: none"> -Custom Cluster Analysis -Principle Components -Market Research 	



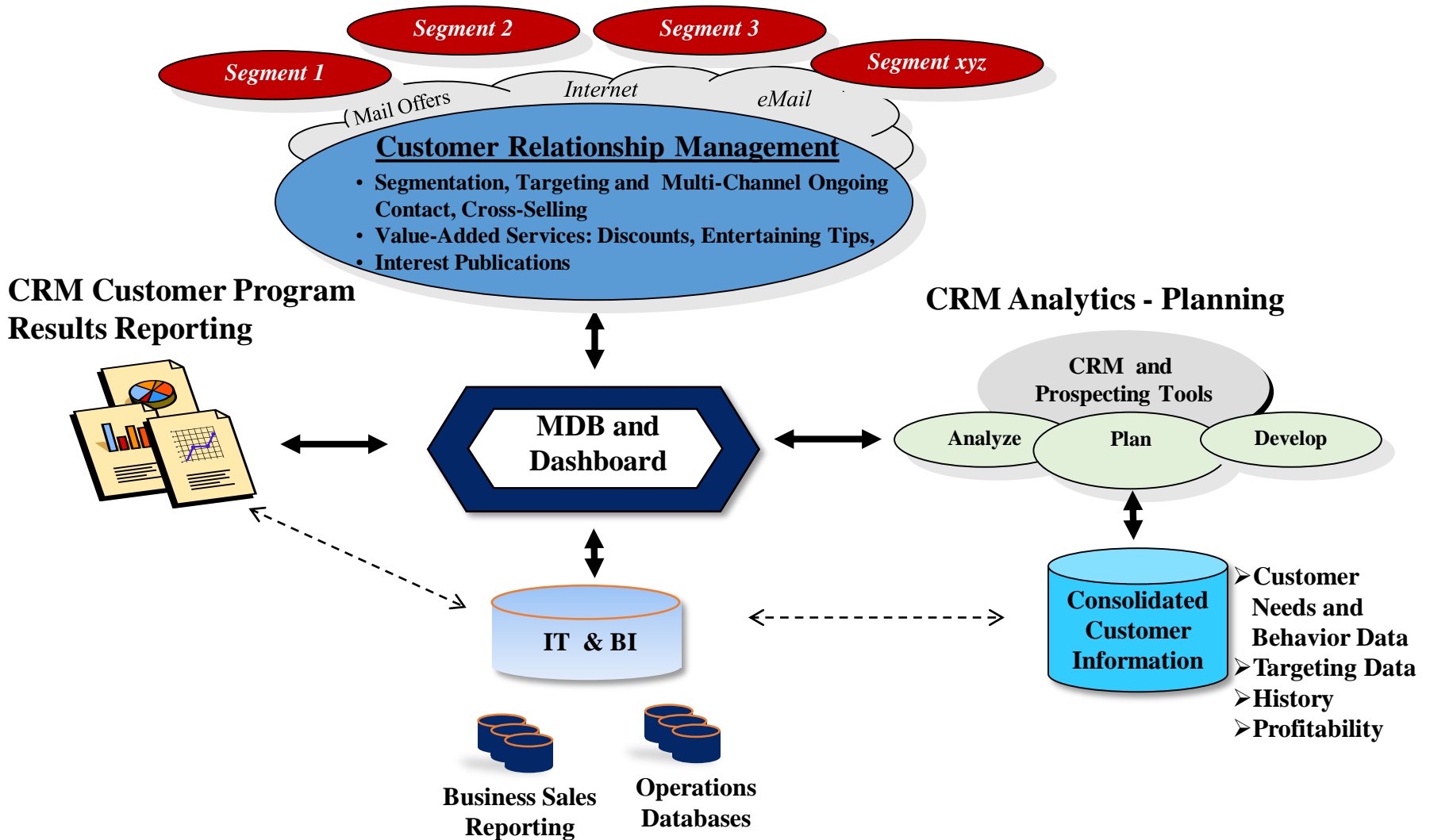
The eNtelligy Analytic Approach

1. Begin with **clean** data.
2. Conduct **EDA** (Exploratory Data Analysis) to gain insight.
3. **Segment** customers when possible.
4. Develop **predictive models** within each segment to differentiate within groups
5. Develop **messaging** based on the profile of the segments.

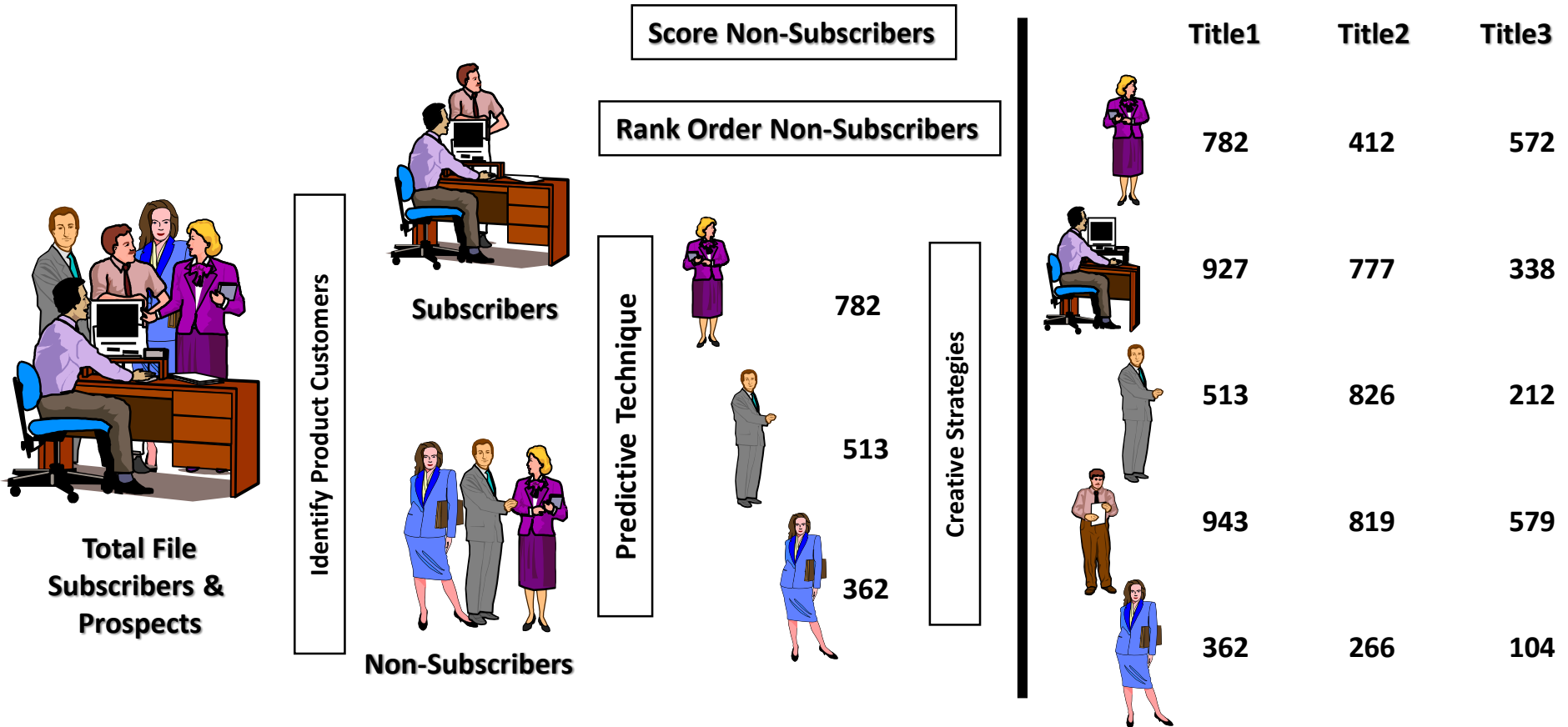
The Analytic Approach



Marketing Database at a Glance



Product Propensity Coding System



eNtelligy uses multiple models to define the likelihood of a consumer purchasing multiple products or titles.



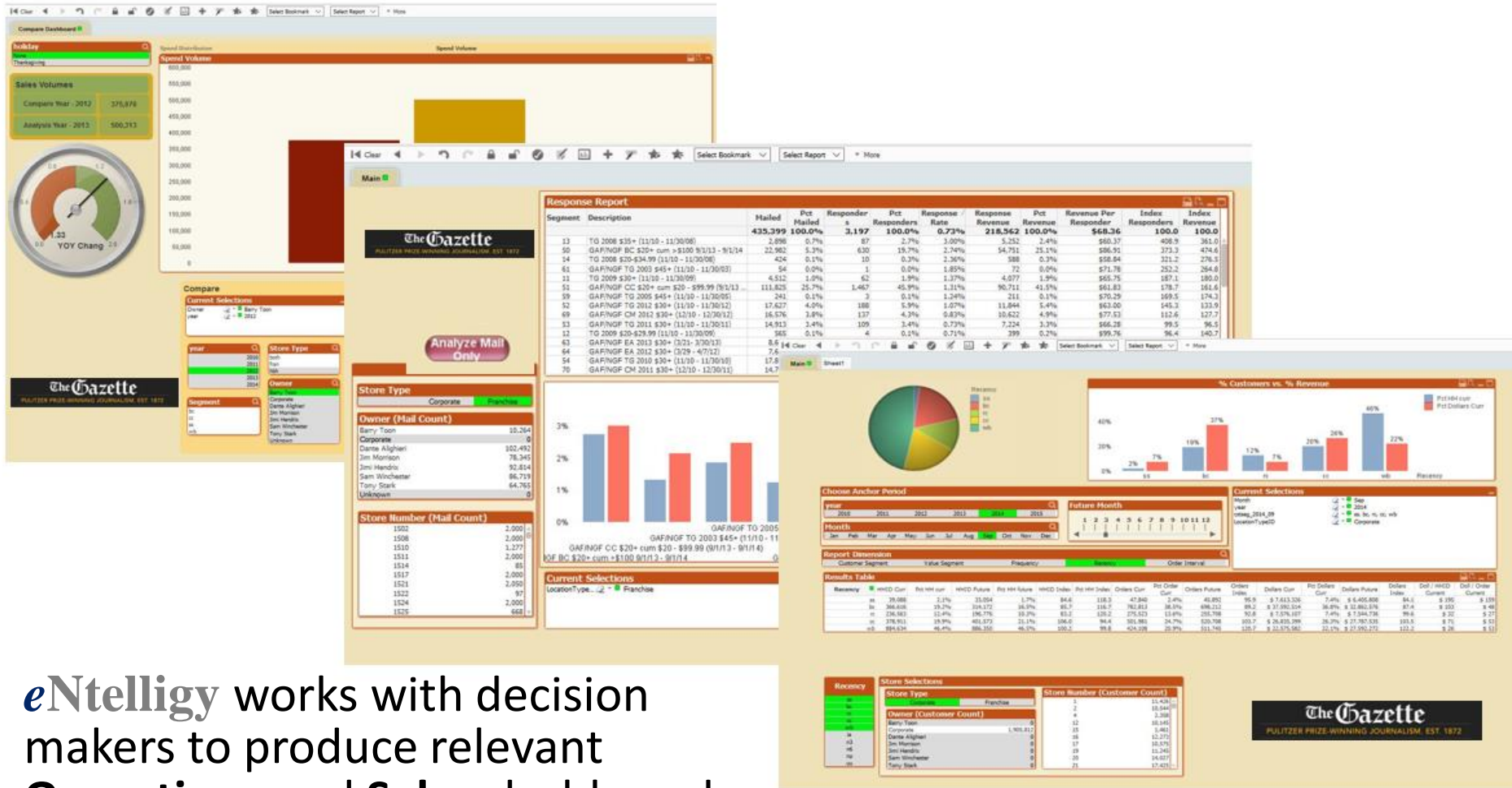
Circulation and Touchpoint Planning

eNtelligy utilizes quantitative methods to develop touchpoint strategies – mail, email, catalog and digital

GA/NE											
Best Customer		Assumptions									
Base				Resp Factor for Laminated	100%	Deciles 1x	8	4			
286,709	GT \$50 in last 12 months on DB			Variable CPM	\$550.00	2					
Mailing 1						3					
Company Store		100%	Laminated	Proj. RR%	7.75%	Proj. Avg \$	\$65.00				
Decile	Qty	Resp Rate	# Resp	Avg \$ Ord.	Rev	Rev/m	CPM	Mktg Cost	R:MC		
1	25,210	25.84%	6,515	\$65.50	\$426,761	\$16,928	\$550	\$13,866	30.8		
2	23,666	13.82%	3,270	\$63.93	\$209,017	\$8,832	\$550	\$13,016	16.1		
3	23,355	9.06%	2,116	\$61.57	\$130,299	\$5,579	\$550	\$12,845	10.1		
4	20,913	6.78%	1,418	\$67.03	\$95,041	\$4,545	\$550	\$11,502	8.3		
5	25,415	4.90%	1,245	\$63.43	\$78,947	\$3,106	\$550	\$13,978	5.6		
6	23,757	3.89%	925	\$64.16	\$59,329	\$2,497	\$550	\$13,066	4.5		
7	16,541	4.08%	676	\$66.33	\$44,809	\$2,709	\$550	\$9,098	4.9		
8	47,907	3.54%	1,697	\$71.28	\$120,930	\$2,524	\$550	\$26,349	4.6		
9	13,845	3.51%	486	\$66.55	\$32,338	\$2,336	\$550	\$7,615	4.2		
10	3,000	2.07%	62	\$62.75	\$3,904	\$1,301	\$550	\$1,650	2.4		
Total	223,609	8.23%	18,409	\$65.26	\$1,201,377	\$5,373	\$550	\$122,985	9.8		



Dashboards for Decisioning

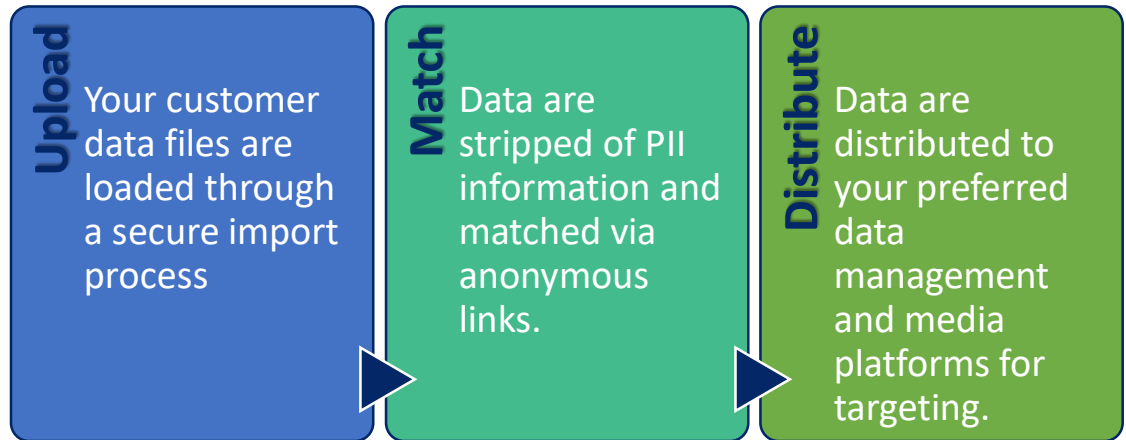


eNtelligy works with decision makers to produce relevant Operations and Sales dashboards.



On-boarding Match & Deploy

- Matching Your Data with Ours
- Match and Deploy
 - Email Only
 - Display Only
 - Email and Display
- Analyze the Results



eNtelligy onboards your customer data into your data management and media platforms of choice to run more efficient online campaigns.



Case Study – National Food Retailer

Leading national specialty foods company had a need to cross sell **customers** during their peak times – holidays.

They took an integrated approach with direct mail, catalog and email.

Brand awareness is extremely high.



Case Study – National Food Retailer

Issue: Sales at retail stores were flat and there was not much knowledge regarding the customer purchase patterns.

Proposal: Develop data driven strategies to increase frequency of visits to the stores, thereby generating more purchases.



Case Study – National Food Retailer

Approach: eNtelligy implemented the following approach:

1. Developed a 4 segment segmentation of current customers based on recency, frequency and monetary amounts.
2. Developed look-a-like models to predict individuals to rank order customers.
3. Scored and rank ordered customers within each segment.
4. Developed a mail strategy that included:
 - Offer testing
 - Model testing
 - Store testing (based on type of store)



Case Study – National Food Retailer

Additionally: eNtelligy did the following to implement the targeting system.

1. Captured and cleansed 5 years worth of sales and operational data from an internal self-built database.
2. Used telephone number and email addresses to reverse append to our national consumer file to append names and addresses, where available.
3. Built a relational marketing database system to capture 5 years worth of customer data, processing information and, eventually, used to house response model information.
4. Developed monthly database update process, requiring reverse phone append.



Case Study – National Food Retailer

Additionally (cont) : eNtelligy did the following to implement the targeting system.

5. Provided dashboards for management to monitor operations and sales, while providing insights into growth.
6. Developed a daily tracking system for peak, holiday promotional times – designed to get messages out quickly if specific store sales warranted.
7. Provided ad hoc reporting to support management decisioning – start time tracking, winback strategies, product combination analysis.



Case Study – National Food Retailer

Result: The client has enjoyed rapid retail growth as a result of the targeting system developed.



1. Overall revenue within the target stores has grown 93% in the past three years.
2. The expense ratio R:MC (revenue to marketing costs) has increased almost 50% during the same time.
3. New, non-traditional promotions have been developed to enhance the brand and create a continuous touchpoint awareness strategy.
4. New stores continue to open and stores embracing the targeting system are growing.



Let the race begin...

