

marketing analytics

The Concentrix team of marketing analytics experts can help you identify potential prospects and prioritize your data to maximize your results — and ROI.

Instead of working your data, make your data work for you.

Mass-mailing or calling your entire prospect universe will yield sales. But with marketing costs rising everyday, it makes far more sense to concentrate your efforts on the portion of your universe most willing and ready to buy. Marketing analytics helps you find your best prospects, develop offers and marketing communications of interest to them, and ultimately, convert your prospects to customers.

THE BEST STRATEGIES FOR THE BEST PROSPECTS

Applying analytics to your campaigns provides insights into your data. For example, analytical modeling can help you sort your data by propensity to buy, so that your most aggressive marketing efforts target your most promising prospects. As more information is gathered, modeling helps you hone your messaging and offers to elicit the best possible response.

Analytical modeling typically involves:

- **Method development.** We develop a specific, quantitative method to evaluate your prospect/customer attributes.
- **Universe segmentation.** We divide your customers into segments based on their unique attributes and differing predictive behaviors.
- **Treatment strategy.** We develop and prioritize appropriate communications strategies for each segment of your universe — mail, e-mail, web and/or phone.
- **Testing and selection.** We test and select the most effective predictive modeling technique for each given objective.
- **Training and validation.** We split data into training and validation sets. Predictive models are identified for each segment of your universe.
- **Response analysis.** We evaluate and track marketing campaign results and use this information to refine your future efforts.

Concentrix marketing analytics

- Provide insight into your customer/prospect universe
- Prioritize your data based on opportunity potential
- Optimize your marketing program results
- Improve your ROI

Uncover the true potential of your data — and your marketing programs.
Call Concentrix at 1.800.747.0583 today.