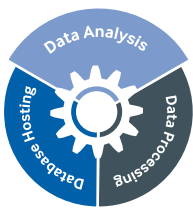


Data Analysis

Using your data intelligently – to get results

Processing and cleaning your data gives you the accurate records you need and is the first step to building successful campaigns. But if you want to get the best results and tap into additional profit, you need to analyse those records in the right way. That means asking the right questions about who your customers are, where they live and the factors that influence their buying behaviour.

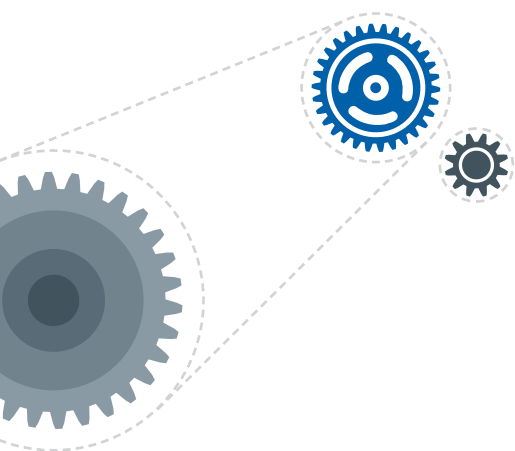


Bringing extra intelligence to your data analysis

At meta-morphix we bring industry-leading analysis to the data you hold on your customers and prospects. Customer profiles can change quickly, so it's important to analyse the market regularly if you want to get the right promotion to the right audience at the right time. Our team offers you results-driven expertise at interrogating your data to get the intelligence you need.

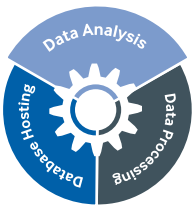
What data analysis can deliver

If you analyse your data effectively, it allows you to identify your best customers, segment them into buying groups, identify purchasing trends and create models that help you to predict their future behaviour. It's a process that brings success and sophistication to your marketing and increases your ROI.



The channels we analyse include:

- 1. Transactional data.** We help you discover where your customers or donors come from and what characteristics they share – allowing you to target individuals with a similar profile. We help you analyse how these people respond to communications in different media and predict their profitability over the long term.
- 2. Lifestyle data.** By analysing your customers' lifestyle data, we can spot patterns that help improve your campaign targeting. Does your product or service attract customers at a certain life stage or with a particular profile? Can you win loyal customers in these categories, or is your product a 'once in a lifetime' buy?
- 3. Campaign data.** We'll help you analyse the effectiveness of each campaign you deliver and find ways of improving it. Which channels give you the best ROI and which customers respond to them? How well are you tracking response to your campaigns? Do you have a strategy to optimise multichannel campaigns? By asking questions like these we'll make your campaigns leaner and they'll deliver better results.
- 4. Data enhancement.** If you have any gaps in your database, or the information you hold needs to be more accurate, we'll find out for you. We'll also come up with a plan to improve your database with additional information where needed.
- 5. Geographic data.** Geographic analysis delivers insight into where your customers live, how far they are willing to travel to buy from you, and strategies for selecting new store opportunities. It helps you avoid using different channels to compete for the same sales.



Getting better results from a multichannel approach

Data analysis from meta-morphix gets stronger, measurable results because we take a thorough, multichannel approach. This allows us to bring together different insights to create a deep understanding of what motivates your customers and encourages them to act.

Why choose multichannel analysis?

Multichannel analysis by our expert team gathers the broadest number of valuable insights into how your data is performing, and transforms them into a deep understanding of how customer behaviour influences your profits. This gives you the intelligence you need to optimise and time your campaigns, retain and win back customers and tailor product offers to the right audience.

In other words, we'll help you make sure that your mailings are perfectly timed to reach the right people – **and increase your response and profits as a direct result.**

Get started with data analysis

If you would like to learn more about our data analysis services, call our specialist team on 020 7089 6400. We're ready to get your data working harder for you.

