

AccuModel Marketing Analytics

Gain New Insight into Customer Demographics & Behaviors

From customer profiles to cutting-edge, custom predictive analytics, AccuData Integrated Marketing offers four distinct solutions for your specific needs. Each offering is fully supported by AccuData's data science team, who will help you interpret the results and apply the intelligence to market more effectively and efficiently.

Benefits



Profile your best customers and prospects based on key activities and behaviors.



Increase the effectiveness of your direct marketing campaigns.



Access step-by-step consultation from your AccuData team of marketing analytics experts.

Four Distinct Marketing Analytics Solutions

AccuModel SnapShot – Available through AccuLeads, this automated descriptive customer profiling tool helps you find prospects that “look” just like your best customers.

AccuModel Response – Also available through AccuLeads, this automated predictive model enables you to compare two datasets to find prospects with the highest probability to respond or make purchases.

AccuModel Predict – This full-service Data Science solution employs advanced predictive analytics techniques to give you precise information about the probability of your prospects to respond or convert, and even helps you determine which prospects have the highest revenue potential.

AccuModel Custom – Also a full-service custom Data Science solution, AccuModel Custom incorporates your organization's provided transactional data to help you prospect within your customer base, whether it be to target ideal prospects for profit-building sales promotions, predict customer churn, develop distinctively different customer segments, or predict lifetime value.



AccuModel

SNAPSHOT

Find prospects that look just like your best customers.

- AccuModel SnapShot statistically profiles your best customers against compiled data and creates a profile report detailing what makes them different from those in the marketing universe.
- The strength of SnapShot lies in the ability to provide numerous demographic overlays, revealing more information about your customers so you can market more effectively.
- Within minutes, using this automated, easy-to-use service, your house file is matched against our consumer datasets to provide you with a custom market penetration analysis. SnapShot is available 24/7 through www.AccuLeads.com.

RESPONSE

Target new prospects that are likely to respond or make a purchase.

- AccuModel Response compares two groups of individuals, such as responders and non-responders, renewing members and cancellations, or those who paid versus those who didn't. The model builds a statistical algorithm that can be used to find more prospects that are likely to respond to your offers, make purchases, renew subscriptions, etc.
- This automated solution provides a detailed report about what's important in making your two groups different.
- A scoring solution is included that can be used for universe counts or list orders. You can access lists and data 24/7 on www.AccuLeads.com.

PREDICT

Gain precise information about your current customers.

- AccuModel Predict leverages the knowledge of our Data Scientists to help you understand what makes your customers unique based on key activity indicators, including their likelihood to respond, renew, donate, or pay.
- Key findings from AccuModel Predict are detailed in both a comprehensive report (that shows you why customers do what they do) and a consultative session with AccuData's Data Scientists to answer any questions you might have.
- A scoring solution that can be used for universe counts and list orders is included and can be accessed through your Account Representative.

CUSTOM

Work with our Data Scientists to dig deep into your customer data.

- Our most advanced solution, AccuModel Custom adds the power of your customer transactions to the predictive analytic process to identify key behaviors, distinct clusters within your file, or valuable cross-sell/up-sell opportunities.
- Find ways to market smarter to your customers and deliver your message to them in the most efficient way possible.
- AccuModel Custom comes with a comprehensive report detailing findings, a consultative session with our Data Scientists, and an algorithm that can be applied either by AccuData or in your systems.