

Efficient Database Marketing

Analyzing and Energizing Customer Profitability

For instant sales support

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A Marketing Database Alone Does Not Guarantee Revenues!

What a Marketing Database Must Facilitate

- Collection of accurate and relevant customer information – Building a Comprehensive Marketing Customer Information File (MICF)
- Determining profitability of customers
- Segmentation of customers based on profitability and actionable segments
- Develop Tactics to:
 - Increase Revenues
 - Lower Costs
 - Improve Profitability
 - Enhance Retention

Database Marketing Process

1. Customer Information

- Collecting accurate and relevant information
- Verifying and validating information
- Storing and updating information on a database
- Making the database available to marketers

2. Converting Data to Business Intelligence

- Analyzing data to gain actionable insights
- Implementing profiling, modeling, scoring and
- segmentation of profiles

3. Developing Strategies for Behavior Modification (Customers, Prospects and Employees)

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Why Modify Behavior? – To improve overall profitability
Tactics Involved For:

- Customers

- Loyalty Programs
 - Specific Pricing
 - Frequent Buyer Programs

- Prospects

- Communication
 - Inculcate Dialogs – Listen to the Voice of Prospective

- Customers

- Employees
 - Recognition
 - Performance measurement
 - Incentives

Customer Profitability

How to Measure

1. Monthly Profitability – Capture profitability of every product owned or service procured by a customer on a monthly basis
2. Customer Segmentation – Based on product / service profitability amounts, customer scoring, ranking and segmentation
3. Behavior Modification – Introduce active behavior modification programs such as cross-selling, up selling, retention, referral building, product pricing

With Database Knowledge and Statistical Expertise, build Technology Solutions to Predict:

- What Customers Most Likely Need
- What Behavior Change Will Improve Profitability

Let your Database Develop Marketing Strategies and Gain Actionable Customer Segments Improve Customer Satisfaction and Drive Marketing ROI and Profits

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