

INSIGHT & ANALYSIS

At Data HQ our experienced Insight & Analysis team can work with you to harness the hidden potential in your data.

Expose relationships and insights which will ultimately help you understand your customers and improve your ability to communicate to them as individuals. Our suite of Analytical services include:

- Propensity Modelling
- Data Driven Segmentation
- RFV (Recency, Frequency, Value)
- LTV (Lifetime Value) Modelling
- Pareto Analysis
- Churn Analysis
- Next Best Action Modelling

KEY FEATURES & BENEFITS:

- Strengthen your understanding of customer behaviour and their attitudes
- Use actionable recommendations to address business issues
- Understand the value of individuals and groups of customers
- Understand and improve customer loyalty and engagement
- Increase Return on Investment
- Build a community of loyal customers and brand advocates

WHY DATA INSIGHT & ANALYSIS

Understanding your customer and prospect behaviour and motivations, allows marketers to develop targeted multi-channel communication strategies. We work with all of the data you collect across every touch-point to reveal hidden connections and patterns to inform business decisions.

The insights we uncover are presented as actionable recommendations, which will help you to target communications, increase customer engagement and ultimately improve your ROI.

We use a range of data analytical techniques to interrogate and interpret your data to understand your customer behaviour.

PROPENSITY MODELLING

Don't waste time and money mailing customers who will never respond, or sending messages and offers that are irrelevant or inappropriate to the audience. To create a truly targeted communication strategy you must know who to target, when and with which products.

Propensity modelling is a vital decision making tool and enables you to predict the future, helping you to decrease cost and increase ROI.

Some of the techniques used are:

- Market Penetration Analysis
- Regression Analysis – predicting the future by looking at what happened in the past
- Statistical Clustering

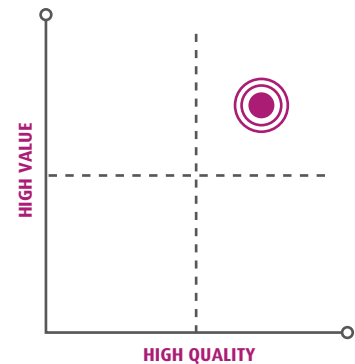
Modelling can help you predict, at an individual level, the most appropriate Mailing Volume, Product Offer, Communications Channel and next best action for your customers and prospects.

DATA DRIVEN SEGMENTATION

Data Driven Segmentation can help your planning and communications by identifying groups of customers with similar attributes and behaviours.

These segments form the basis of pen portraits, which translate the insights and data into an easy to understand format, to share throughout your organisation.

Using these insights and analysing the results from targeted communications we would work with you to enhance your segmentation and drive true one-to-one marketing.



OTHER ANALYTICAL TECHNIQUES

We also use the following techniques to understand and categorise customers and their behaviours.

- **RFV (Recency, Frequency, Value)** – a robust method used to rank customers propensity to respond, based on a hierarchy of simple engagement factors
- **LTV (Lifetime Value) Modelling** – Identify your best customers or predict the value of new acquisitions based on their similarities to existing customers. Through identifying your best customers, you know where to concentrate your efforts and spend.
- **Pareto Analysis** – It is often true that 80% of a company's revenue comes from 20% of its customers. We can find the ratio for your business, and help you to plan the best way to use this information to improve efficiency and increase revenue.
- **Churn** – Understand the ratio between acquisition and attrition within your customer base.
- **Next Best Action Modelling** – Based on previous behaviours, plan an ideal customer journey and communicate the best offers, products and information to each individual at the most appropriate time.

WHY CHOOSE DATA HQ

Our extensive client list choose to work with us because, since 2001, we have built a reputation and expertise in maximising sales and marketing results through intelligent data usage.

We work with our clients to understand their customer and prospect data, implement database solutions, improve data quality, and profile customers to inform insights and strategic planning.

Our experienced team will work closely with you to document the business requirements through a number of detailed scoping workshops. These workshops will involve parties from the different areas of your business to inform the best possible outcomes and project delivery.

At Data HQ we focus on implementing a bespoke system to deliver your unique business requirements.



FOR FURTHER INFORMATION CALL US NOW

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