

## Direct Marketing Execution

From Concept to **Results.**

### The Perfect Blend of Art and Science

To be most effective, direct marketing campaigns need to balance the right blend of art and science. No longer does a clever headline or creative offer equate to a successful campaign. At Intellidyn we apply statistical modeling and analytics to help you effectively reach and communicate with both customers and prospects. Utilizing our proven, integrated direct marketing framework, we develop quantitative, data driven campaigns that allow you to present relevant offers and generate optimal results. Audience. Offer. Channel. Message. Creative. Performance Optimization. We've got you covered.

Our Direct Marketing Execution Solution includes:

#### Strategic Consulting

At the start of each program, we conduct a thorough discovery process that takes into account your short and long-term goals and the overall competitive climate. We document clear objectives, strategies and tactics that become the base for your plan. Performance projections and measurement metrics that will be used to gauge our success are clearly defined. We leverage our accumulated direct marketing and customer acquisition and retention expertise to enable you to reach your business objectives and achieve higher conversion rates via effective marketing campaigns.

#### List & Data Management

No matter how good your offer is, if you don't have the right target list, you're wasting

precious time and money. Poor data hygiene can sabotage even the most creative campaign with the most compelling offer.

Intellidyn's data management services assist customers with hygiene, merge/purge, de-duping, segmentation and scoring of their customer and prospect databases. Whether you are looking to maintain, build or enhance your database, Intellidyn can help.

With over 50 Terabytes of consumer data spanning over 2,500 attributes, we provide the most comprehensive and complete consumer database to support your lead generation, retention and analytics requirements.

All files are continuously updated, giving you access to the most current "atomic" level data to accurately and efficiently drive your marketing and business decisions.

#### Strategic Customer Analytics

To deliver consistently noteworthy results, you must be able to properly size the opportunity and develop a mechanism for attaining your goals. This is where we shine. As part of our Direct Marketing Execution solution, we provide:

- ✓ Market opportunity analysis
- ✓ Consumer needs analysis
- ✓ Regression modeling
- ✓ Acquisition, retention & cross selling modeling
- ✓ Time series analysis
- ✓ Customer profiling
- ✓ Segmentation
- ✓ Advanced and modeled prospecting

- ✓ Comparative profiling
- ✓ Site planning and foot printing
- ✓ Consumer channel preference analysis

Our strategic customer analytics capabilities are key to helping you develop intelligent marketing campaigns that typically generate a boost in performance by as much as 2-5 times.

## Campaign Performance Monitoring

Once a campaign is underway, we continually monitor results and make

necessary adjustments to improve response rates. Clients have ongoing access to our performance dashboard and KPIs using our online access reporting.

## Intellidyn – Measurable Results Guaranteed

Our Direct Marketing Execution solution draws on our extensive business consulting, analytics, database management and marketing expertise to help you optimize your marketing investments and achieve measurable results. We take the time to understand how your markets work and how your consumers differ. Better data. Better delivery. Better results. That's our guarantee.