

I-Distinct
Distinct Data. Distinct Results.

Exploiting the Power of Personalization

Marketing professionals have been talking about the benefits of 1-to-1 marketing for years. Many chant the 'know thy customer' mantra and work hard to ensure their marketing efforts leverage the facts they know about their prospects and customers in order to increase purchase rates and overall marketing campaign ROI. But, until now, their 1-to-1 marketing efforts typically consisted of campaigns that merely provided offers based on an individual's market segment classification and past transaction history.

Today, smart marketers are demanding more. They realize that campaigns based upon hard facts known about consumers' behaviors – and lifestyles – yield far more profitable results than campaigns based on little information and lots of assumptions. They long for a proven methodology that will allow them to move beyond market segmentation. They yearn to reap the full potential of 1-to-1 marketing by executing campaigns that truly exploit the power of personalized marketing.

High-Yield Marketing – Moving Beyond Segmentation

I-Distinct is a revolutionary end-to-end strategic database marketing service that allows marketers to leverage the widest scope of consumer data in the nation to effectively match their product offerings to individual consumers' specific attributes. Now, by identifying a consumer's distinct marketing DNA, marketers can create campaign offers based

upon the fusion of customer data and in-depth knowledge about a person's demographics, attitudinal, behavioral, and lifestyle choices. This powerful marketing intelligence enables marketers to obtain a true understanding of the Consumer-Product Relationship (CPR) for each individual – allowing marketers to create campaigns that present each consumer with the right product and the right message, at the right time.

Intellidyn's I-Distinct service maps to your defined business objectives and consists of three key phases:

- ✓ **Marketing DNA & Consumer-Product Relationship Identification**
- ✓ **Personalized Message Creation**
- ✓ **Personalized Marketing Campaign Execution**

Identifying Consumers' Distinct Marketing ID

An individual's distinct consumer marketing DNA and Consumer-Product Relationship are identified through a three step process. To start, customers are profiled and/or prospects are modeled by extracting information about the individuals from the plethora of data sources housed by Intellidyn – hosted sources encompass more than 50 Terabytes of current consumer data spanning over 2,500 attributes.

Consumers are then clustered according to lifestyle habits. Next, working at a very granular level, extensive data about attitudinal, lifestyle, values, passions, and demographics is gathered for each individual. From this data, an individual consumer's marketing DNA is identified. A statistical model is then run to determine the individual's Consumer-Product Relationship, also known as the CPR. The CPR maps the relationship between the characteristics of

the product and the consumer's specific marketing DNA. The model, supported by business rules, product attributes and company priorities, identifies the key product messages that will best resonate with that individual. This detailed intelligence is used to generate a matrix mapping each individual consumer's marketing DNA and Consumer-Product Relationship.

Personalized Message Creation

Once a consumer's distinct ID (marketing DNA and Consumer Product Relationship) is identified, unique product and marketing contents and objects such as text, graphs and photos are created. I-Distinct then matches the personalized messages for each consumer by dynamically applying the target consumer's CPR to the campaign. Templates are then designed to be dynamically populated based on the optimized recommended content match driven by the CPR analysis. Object tables are created to support future object driven, personalized email or direct mail campaigns.

Personalized Marketing Campaign Execution

Leveraging the marketing DNA, CPR and resulting personalized messages created, communication workflows – including timing and triggers – are developed. The personalized marketing campaign, either email or direct mail, is then executed. Once the campaign is launched, results are consistently tracked, monitored and measured to ensure optimal performance and optimal campaign ROI.

Get the Results That You Demand

Intellidyn's I-Distinct end-to-end service helps you maximize your marketing investment. Using a statistical methodology to match each consumer's marketing DNA with product characteristics that matter, you'll consistently lift your response rates. By presenting the right product and the right message, at the right time, you can achieve true 1-to-1 marketing and experience significantly greater results. In fact, with I-Distinct you can expect to reduce your marketing volume while increasing your response rates since I-Distinct campaigns have been known to:

- ✓ **Increase purchase rates by up to 80%**
- ✓ **Increase repeat purchases per customer**
- ✓ **Increase customer retention and loyalty**

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Finally, 1-to-1 marketing becomes reality. If you're looking to drive personalized marketing campaigns with 1-to-1 attitudinal touch points – for interacting and targeting both current customers and prospects – now you really can. Maximize the power of data-driven, personalized marketing today with I-Distinct. Leverage Intellidyn's marketing intelligence, advanced analytics and multi-channel campaign services to create personalized 1-to-1 marketing campaigns that generate a whole new level of response and ROI.