

approaches to improve results and increase roi

data-driven segmentation leads to strategy-driven contacts and creative

Our focus is on the knowledge you gain from data analysis and the performance improvements you get from properly managed segmentation efforts.

Direct marketers are swimming in data. With intelligence and finesse, that data can be organized to provide actionable and measurable information that can inform business decision-making. In the early stages of DM, segmentation and modeling and other data tools were used to define who to contact and who to ignore. With today's tools and the expertise to use them, segmentation and modeling can be used to define goals and objectives for components of your franchise and to develop specific strategies and messaging to create more value and engagement from your customers.

how SolutionSet approaches segmentation and modeling

At SolutionSet, the members of our strategic planning team are like scientists. They explore and probe, using data to find groups of customers and prospects that fall into like groups with like opportunities for success. The outcomes of those explorations are not predetermined; they let the data speak for itself. Typically, though, they'll identify groups of people who merit additional marketing spend, and some—sometimes many—on whom our clients have invested too much. That's the simple part. The elegant part of their work comes in teasing out groups for whom different messaging is more important, and in identifying groups for whom different channels play a lesser or more important role.

Segmentation and modeling is an iterative process. Each campaign leads to new information and additional knowledge. We feel this continuous-process model is critical to getting to where direct marketers need to arrive—the point at which we measure and manage groups of customers across their life span with the franchise, and where we gain the learnings to optimize the value of each group to the brand.

we offer classic tools and techniques, supported by a consultative approach

The principals in our strategic services group have a depth of experience in analyzing data and, more importantly, communicating the results of those analyses in an understandable and business-results-oriented manner. We abhor the “black box” approach and strive to educate our clients to the degree to which they wish to understand our methodologies. Our technical capabilities are broad and deep. We build and maintain marketing databases, and we can deploy many of the most sophisticated tools available. But we can also engage in a more consultative manner, working alongside your data analysts to ensure that you're receiving maximum value from the investment you have made in your own resources. Either way, our focus is on the knowledge you gain from data analysis and the performance improvements you get from properly managed segmentation efforts.

we tailor our data services to your organization's needs

Whether you choose to engage us as an outsourced solution or as a strategic partner to your data resources, we can help as you move forward in the areas of:

- Data segmentation and modeling
- Customer behavioral profiling and analysis
- Multimedia contact strategy development:
 - Goals and metrics
 - Segment definition
 - Test and learning plans
- Longitudinal messaging and channel mix, cadence planning, and testing and measurement

A FEW OF OUR CLIENTS



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