



**E-CENTIVES™**  
Integrated E-Marketing Solutions

# ANALYTIC SERVICES



## Converting Data Into Intelligence



Sophisticated analysis of consumer behavior is crucial to sustainable gains in relationship marketing profitability. Without such, your marketing programs may fail to reach their full potential and can even result in losses.

In order to ensure optimum returns on your relationship marketing investments, you'll need an effective analytical approach that draws upon robust and reliable analytic tools and experienced professional insight.

E-centives Analytic Services provides you with both. We understand that analysis should be more than number crunching—it should add context, value and meaning. Our experienced team will help you transform micro-level customer data into actionable information, enabling forward-thinking, predictive insights for better decision-making and stronger marketing strategies.

### THE E-CENTIVES ADVANTAGE:

Whether you need a comprehensive understanding of your consumer database, seek a firm grasp of your key performance indicators, or simply want regular, top-line overviews of your marketing programs, the E-centives team can provide the insights you need in order to take your marketing initiatives to the next level.

We'll help you determine:

- Which consumers are most profitable to you? Identify your best consumers by individual program, program type or over time, so you can give them the attention they deserve.
- How to keep your loyal consumers loyal—and do so cost-effectively? Consistently deliver the right communications, incentives and opportunities that keep individual consumers committed to your brand.
- Which stimuli best motivate desired behaviors? Determine the most effective marketing tactics based on your specific marketing goal.
- Which consumers are prime candidates for cross promoting your other products or services? Discover individuals and households with a high probability of multiple purchases of your different products and services.
- Which consumers respond strongest to new offerings? Identify the early adopters, opinion leaders and trial enthusiasts who will quickly purchase, spread awareness of, and increase advocacy for your new products or services.

And more...



STRATEGIC CONSULTING



PROGRAM EXECUTION SERVICES



CONTENT SOURCING & E-PUBLICATION



CREATIVE SERVICES



ANALYTICS

# ANALYTIC SERVICES



## OUR CAPABILITIES:

As part of ongoing analysis, E-centives routinely reviews performance trends and offers actionable recommendations, enabling you to consistently optimize your strategic approach. The results—measurable interactive marketing programs that strengthen consumer relationships, advance consumer intelligence, and maximize ROI.

E-centives Analytic Services can provide you with:

### Segmentation & Profiling

Uncover best ways to classify your consumer base. Determine micro-segments that are meaningful to your specific business, including basics like purchase frequency and recency, as well as advanced segmentation by behavioral and attitudinal factors. Our segmentation process combines consumer knowledge you may already have (customer value, life-stage, etc.) with transaction-level analysis to create illuminating customer dimensions, each dimension defining a specific aspect of a consumer's relationship with you.

### Program Performance Assessment

Determine the right metrics for consumer behavioral tracking, including key performance indicators that provide linkage between execution and strategy. Develop "Business Intelligence" infrastructures including Customer Performance Reporting, Executive Dashboards, and Campaign Assessment Reports. Conduct Promotions Optimization, which quantifies and evaluates the costs and use of incentives to drive marketing goals. This way, you can determine the most profitable offer types and values based on actual consumer behaviors—minimizing dollars wasted on low-value consumers.

### Business Outcome Modeling & Planning

Gain understanding of consumer value level and potential over time and segment. Migrate consumers' lifetime values from less profitable to more profitable. Forecast consumer behaviors in order to market in time to change undesirable behavior or catalyze desirable behavior. Profile and score based on metrics such as consumer defection risk, consumer longevity, up-sell and cross-sell opportunities, likelihood to respond, best customer acquisition, and more.



## E-CENTIVES ANALYTIC SERVICES: A Key Part of an Integrated Solution

Analytic Services is one component of E-centives' integrated approach to consumer relationship marketing. Our data-driven analytic approach, combined with our proprietary marketing technologies and other premiere client services, form e-CRM solutions that will help you build and maintain stronger direct relationships with your consumers.

Used individually or as part of a comprehensive solution, E-centives Analytic Services will help you capitalize on new opportunities, improve marketing accountability, and maximize ROI.

## Learn About Other Technologies and Services from E-centives

## Strengthen Business Intelligence Today Contact E-centives

### About E-centives

E-centives is a leader in interactive consumer relationship marketing. Global marketers such as Colgate, Georgia-Pacific, Reckitt Benckiser, Gerber, GlaxoSmithKline, Wyeth, America Online, and many others, have relied on E-centives to acquire, retain, or build stronger, more profitable relationships with their consumers. E-centives, Inc. is headquartered outside Washington, D.C. and has offices in the San Francisco Bay area. E-centives, Inc. is traded on the Swiss Exchange (SWX) under the symbol "ECEN".



### E-centives, Inc.

6901 Rockledge Drive  
Bethesda, MD 20817  
(877) 323.6848 (ECENTIV)  
V: 240.333.6100  
F: 240.333.6250  
sales@e-centives.com