



Creating Actionable Knowledge Via Analytics

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Client

A regional retail chain

Problem/Challenge

The company had purchased lists from list providers to market to such lists; however, the results were not effective.

Solution

Analytex first identified top 20% of the company's most profitable customers from the data collected. This data was then enhanced with more than 200 demographic characteristics.

PROSPECT LEADS

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Client:

A regional retail chain

Challenge:

The company was experiencing irregularities in penetration of markets to increase its customer base. The company had purchased lists from list providers to market to such lists; however, the results were not effective. The company's customers' profiles were not well-understood to target the right prospect.

Solution:

Analytex first identified top 20% of the company's most profitable customers from the data collected. This data was then enhanced with more than 200 demographic characteristics. Demographic data such as age, income, length of residency, home value are available at individual level. Analytex has access to several types of demographic information on consumers and businesses.

The next step after data enhancement was to create a model to predict the best customers. The model was then run on the consumer database within the target regions of the company to identify prospects with high propensity to purchase at the client location. Analytex also identified the store location that the prospect is likely to visit based on the store location. The list of prospects that have high propensity to purchase was then delivered to the client to execute targeted marketing executions via direct mail. This methodology was about five times more effective than the existing method in use by the client.

