



Delivering the power of insight

Business Analytics and Data Management to:

- ▶ Expand and evaluate customer relationships
- ▶ Effectively up-sell and cross-sell products
- ▶ Identify profitable customer segments
- ▶ Predict and analyze customer behavior



Our business is helping you analyze your business so you can make smart and educated decisions to increase market opportunities and profits.

We utilize both traditional and modern analytic techniques to analyze, identify, and predict customer behavior within your portfolio. With the right data analytics you will be positioned to most effectively target, support and measure your campaigns. End result: increased profits and market share.

Our suite of portfolio marketing services include:

Market segmentation: Each customer is unique but segmenting groups by similarities or common behaviors increases response and improves your cost efficiency. Segmenting your customers into sub-groups defined by “future” behavior patterns can give you the data you need to use in developing a successful customer activation program or product offering.

Product cross-sell and up-sell: We analyze the pre and post solicitation behaviors and develop statistical models based on our exact findings—creating the optimal sales effort. Through this data analysis approach you will be able to identify customers who would be good prospects to upgrade their programming package or add on new services. We can even help you match the best offering to a targeted audience to increase your sales response rate.

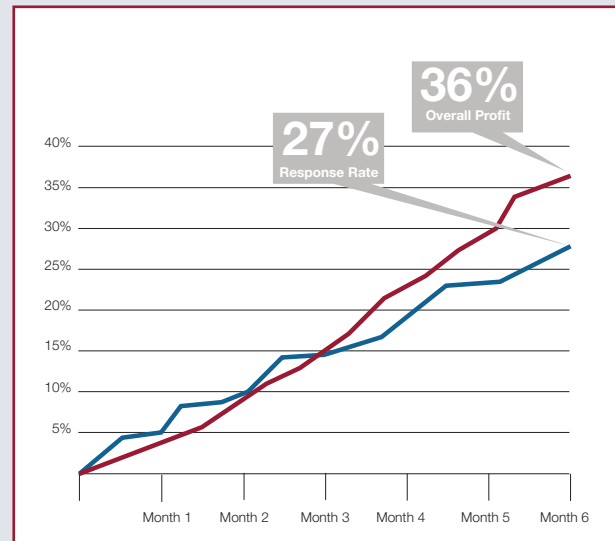
Customer retention: Keeping and retaining good customers is the goal of every subscription TV media company. Yet few have the analytics to be able to measure and identify customers most likely to suspend or terminate their subscription. A successful retention campaign will need to target customers in two ways: 1) individuals “most likely” to leave and 2) affixing a lifetime value measure to each member. We have proven experience in identifying members that are on the verge of canceling completely and those that are likely to suspend or terminate their subscription for a specific product in the portfolio. In this way, we help you minimize your retention budget by incenting only those profitable customers that are most likely to churn.

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Case Study: Outbound Telemarketing to Maximize ROI

A Pay TV provider sought to develop an integrated customer contact management and outbound telemarketing strategy. The goals were to streamline the monthly process and to maximize ROI. Although the existing telemarketing program produced good short-term results, the challenge was to build up the long-term impact on customer behavior and the company's bottom line.

Our optimization model resulted in 27 percent increase in response rates and boosted overall profit by 36 percent in less than 6 months. Integrated customer contact strategy not only improved allocation of resources and decreased marketing costs, but also helped to align outbound telemarketing efforts with the company's relationship management program.



Why work with Analytic Innovations:

- *Experience in the media channel*
- *Strong client relationships with the leading cable providers and networks*
- *Develop cutting edge technologies and flexible, scalable solutions*
- *Knowledge of data required in media industry*
- *Understands media advertising and requirements*

For TV networks, too:

Not only do we have experience in working with data for subscription TV media companies, we also have relationships with national cable networks. We provide a unique and advanced analytical approach to predicting program performance, programming strategy and trend analysis. Recently we engineered a referral system for a client that offers program suggestions based on a customer's past viewing preferences. We will work closely with your media research department to frame an analytical solution that best fits your needs and business challenges.



About Us

Founded in 1988, Analytic Innovations is a pioneer and innovator in the analysis of transaction level data. Over the years, we have honed our skills and expanded our services to help Fortune 500 companies solve even the most difficult business problems.

At Analytic Innovations, we understand the complexities associated with turning data into value and we know that business intelligence requires more than just strong technology. Using your data, we can evaluate individual level transactions to uncover details about customer behavior to solve complex business problems, improve marketing ROI, expand customer relationships and increase profitability.

We help our clients innovate their businesses to achieve extraordinary results from their client relationships, business operations and technology. Our seasoned analyst teams leverage a unique approach, breakthrough thinking and disciplined execution to deliver superior returns over any other option.

