

SOURCELINK SOLUTIONS

accuLINK[®]
*accuLEAD*SM
accuPRO[®]
*Foreca\$ter*SM



“Integrating the propensity modeling scores into our monthly matrix mail program has doubled the response rates on our product offers. We not only received model scores, decile segments and preference order of each of 23 product categories, we also benefited from the value-added consultation in interpreting the models.”

— Marianne Simms
Commercial Federal



Today’s marketplace rewards the intelligent and efficient business. The key to marketing efficiently is placing the right message in the hands of the right consumers at the right time. The payoff is potentially enormous in terms of *reduced customer acquisition costs and increased customer loyalty.*

Using data to effectively identify and target marketing opportunities requires a level of sophistication and expertise that historically has been beyond the means of all but the largest firms. However, advances in computer technology now make it possible for virtually any business to grasp the vast opportunities that may be uncovered through database marketing.

SourceLink experts *literally transform your database into a powerful information warehouse*, then analyze the data to identify profitable market segments. Once the targets have been identified and strategies for each segment developed and implemented, they are continuously refined using sophisticated statistical tools, *resulting in increasingly effective communications and return on investment over time.*

SourceLink offers predictive modeling approaches that are effective tools to produce *faster, more reliable results* for the marketing efforts of many types of companies, including:

- Banks and financial services
- Fundraisers and associations
- Publishers
- Business-to-business marketers
- Electric and gas utilities
- Hospitality
- Service bureaus and direct marketing advertising agencies
- Catalogers
- Telecommunications
- Retailers
- Consultants
- Insurance companies
- Gaming

accuLINK[®] is designed for any company with an ongoing book of business, such as a bank. In other words any business that has a database of customers that have made single or multiple purchases from multiple products. For example, if a business has ten products, **accuLINK** will identify the next most likely product through the tenth most likely product that a household should be willing to purchase. A score is then assigned to each record indicating propensity to own a given product.

Benefits

- Reduces marketing dollars while maintaining the same revenue or maintains or increases marketing dollars and increases revenue by more precise targeting.
- Identifies products that tend to be purchased together.
- Uses multiple modeling algorithms, not just one or two.
- Increases customer profitability by promoting only those products they tend to purchase.
- Improves response rates and customer loyalty.
- Extracts accurate, reliable, real-life marketing results from customer data.

Applications

Banks, catalog companies, business-to-business, cellular, or any other business that has multiple products and maintains a customer database.

accuLEADSM is designed to identify the best prospects (non-customer as well as customer) for a specific product or service. Typically, a test mail is sent out in order to gather responders. Results from the “live” mail promotion are statistically evaluated using demographic, psychographic and geographic variables. This process produces a model to guide future promotions.

The model can then be used to score all households in your market area. For future promotions, prospects would be selected that have the highest propensity (score) to respond.

Benefits

- Identifies prospects whom have the greatest probability of responding to your promotion.
- Trims marketing costs while maintaining revenues.
- Sends the right message to the right people.
- Increases response rates.
- Increases ROI.
- Increases efficiency of your direct promotions by 25% to 40%.
- Ideal for outbound telemarketing support.
- Better understand the factors that influence purchasing behavior.

Applications

All lines of businesses that are interested in attracting new customers with direct marketing promotions.

“Using SourceLink’s predictive response modeling has improved the targeting of our offers, allowing us to attract more profitable prospects and reduce our marketing investment. On our loan mailings, we have reduced our acquisition cost by over 50% and increased our response rates from 3% to 7%.”

— Jennifer Dier
Hancock Bank

accuPRO[®] follows the same procedure as **accuLEAD**. The primary difference is that you are trying to predict a customer's probability of leaving the company; such as a cell phone company, tv cable company, bank or any business that has an on-going relationship with a customer. The business' customer base is scored to identify those customers that show the greatest probability of leaving. A loyalty program is then put in place to retain these customers.

Benefits

- Identifies those customers that show the greatest propensity to leave.
- Increases customer life time value.
- Installs a customized CRM program for your company.
- Implements a loyalty program to retain your best customers.
- Improves revenue by reducing churn.

Applications

Any business that has an on-going customer relationship such as cell phone companies, banks and insurance companies.

Foreca\$terSM is a process that helps you focus your direct marketing efforts on those customers and prospects that represent the greatest revenue potential for your company. Some direct marketing companies may provide probability of response but SourceLink goes the extra step. With a measure of valuation provided by you from your customer file, our analysts will develop a predictive value model that will be used to "score" the prospect universe.

Benefits

- More efficient use of marketing dollars.
- Increases revenue.
- Increases number of qualified contracts.
- Offer incentives only to those who can repay with revenue.

Applications

Companies that have an indicator(s) of a customer's value. These may be YTD expenditures, longevity or loan and deposit balance just to name a few.

Other SourceLink Services

Let SourceLink develop strategies to achieve your business objectives. Whether it's helping you determine the lifetime value of your customers or a segmentation strategy to better understand customer needs, we have the resources to help.

Do you need to develop a customer satisfaction index or gauge your customers' and/or prospects' perception and awareness of your company? Maybe you need up-to-the-minute demographic data for your market area or a potential site location.

Let SourceLink help you maximize your marketing efforts. Our experts are ready to assist you and will start working right away to develop solutions that best meet your specific needs.



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