

Grow with confidence

Drive highly profitable prospect communications with insight derived from actual buying behaviour

To achieve **profitable and sustainable growth** in a competitive marketplace you need to select the optimum data to turn your marketing communications into high value customers.

Reducing acquisition cost and increasing new customer value requires detailed, fact-based profiling to deliver a reliable source of new prospects that consistently out-performs current criteria.

Ideally, you need to map the profile of your best customers to your prospect universe – based on real behaviour:

- What they spend
- What they spend it on
- When they spend it
- What motivates them to buy
- What channel they buy through

With a **clear profile of your ideal customers**, highly predictive models can be created to enable **optimal list selections**, campaigns contacts and offer strategies to be created.

When provided in clear and actionable reports, this enables you to:

- Define an optimal prospect universe
- Identify the right time to target
- Identify the right offers
- Select the right channel

Transactional data reveals the buying patterns and preferences of your best customers. Our analysts utilise your own transactional data alongside complete view of your market within our unique database – enhanced with over 6 million new transactions from 180 UK consumer brands every single month.

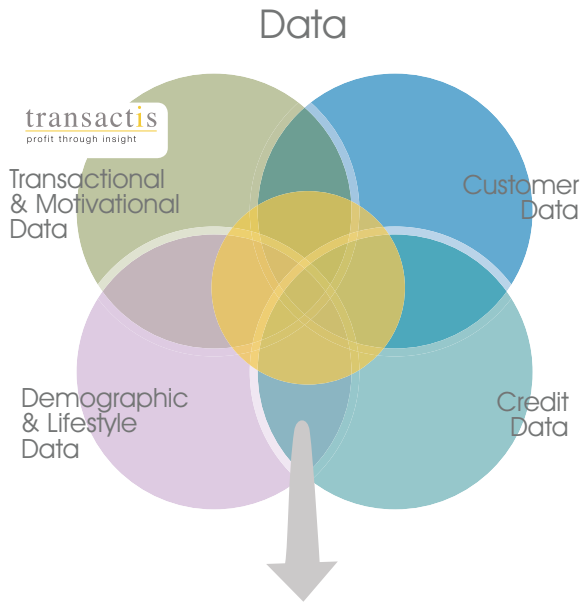
Our analysts use their detailed knowledge of transactional data and a wealth of experience producing actionable insight to drive increased revenues and profitability for our clients.

Benefits

- Increase return on investment through more precise targeting
- Identify profitable improvements to existing campaigns
- Reduce customer acquisition costs
 - Select only responsive names
 - Identify proven purchasers
 - Identify the best communication channel
- Increase new customer value
- Identify best prospects based on actual buying-behaviour
- Reduce time spent sourcing new lists
- Focus testing on refining offer and creative performance
 - Identify new opportunities to create additional value.
- Rapidly translate transactions and interactions with your customers into a complete understanding of your market

finding new customers

Deriving a profile of your ideal customers using a 360-degree view of your market it to identify optimal prospect selection for future activity



Using a detailed view of UK consumers' actual behaviour to identify optimal prospects and their attributes using Transactional and lifestyle data for UK consumers within the unique Transactis database

