

Access to high value prospects alongside a view of your customers

A new and flexible approach to prospect pooling

Success in today's competitive marketplace is dependent on an organisation's ability to drive marketing activity using **actionable insight** about their customers and prospects.

To identify and target the best prospects, you need to be able to select them using a detailed profile of your **best customers**.

The Transactis prospect pool can provide a complete view of customer buying activity across 180 of the UK's leading home shopping brands. With **secure web access** and an **easy to use** interface built with the marketer in mind, you will be able to see:

- How much a customer spends
- What motivates them to buy
- When they buy
- What they buy
- Which channels they use

All this provides valuable insight that you can act on, meaning you can make **fact-based decisions** and get **maximum value** from all your customers.

You get a single customer view across online and offline channels, based on actual transactions, along with the tools you need to:

- Rapidly translate transactions and interactions into a **complete understanding of customer behaviour**
- Identify and **execute the most profitable activity**
- **Increase campaign response** through efficient targeting
- **Increase customer value** by identifying cross sell and up sell opportunities
- Interpret the impact of existing activity quickly enough to **improve performance**
- **Find prospects** who can be converted into profitable new customers

You can carry out "speed of thought" counts and selections to quickly and easily segment your customers. Once you have analysed your customer base and decided your next campaign, you can output mailing files straight from your desktop.

Benefits

- Dynamic view of your customers across all touch points
- Reveal your customers' preferences, buying patterns and responses to offers – at an industry level
- Quick and easy profiling and segmentation of customers based on over 300 variables
- Insightful analysis to drive tactical contact strategies
- Identify customers with high potential for cross sell and up sell
- Faster campaign turnaround, and better response rates from improved targeting
- Monthly transactional updates enabling you to keep pace with customer behaviour
- Make informed campaign selections in seconds, straight from your desktop
- Access to high value prospects

