

Lost, found and regained

Locate, understand and win back valuable lost customers

It is well recognised that customer reactivation campaigns can easily outperform cold prospecting activity and that customers who have lapsed, become dormant or just plain left can be a **rich source of value** if you can bring back their business.

The challenge for marketers working with historical transaction data is identifying which individuals:

- Are still at the same address
- Are potentially high value customers
- Still have a demand for their products and services
- Will respond to which offer
- Are responsive to which communication channel

Simply suppressing gone-away or deceased records is insufficient as it still leaves uncertainty. Positive verification is much more effective, but finding a high level of recency for verification is difficult.

A complete view of individual behaviour based on recent transactions – not just from your past relationship but across their existing relationships with other UK businesses enables you to:

- Increase campaign response through efficient targeting
- Select only those individuals verified as still active
- Identify the most appropriate winback propositions to enhance your success rates

The unique Transactis database is enhanced with over 6 million new transactions every month from 180 UK consumer brands – including product purchases, goneaway information and permissioned telephone and email addresses.

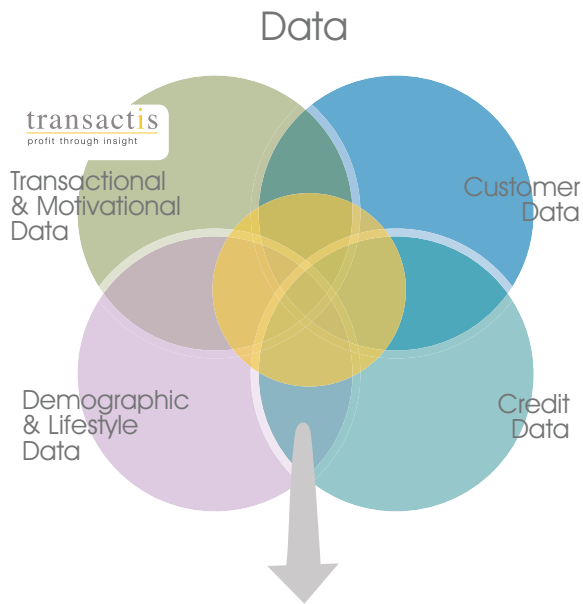
Our analysts combine the wealth of transactional data held within our data asset with their expertise in extracting actionable insight from client data to give you a 360 degree view of where your lapsed and dormant customers are now.

Benefits

- Increase Return on Investment through more precise targeting
- Identify profitable improvements to existing customer treatments
- Optimise activity based on a detailed understanding of channel, offer and individual customer value
- Reduce customer acquisition costs
- Select only responsive names
- Identify proven purchasers
- Identify the best communication channel
- Identify the best winback proposition
- Reduce wasted investment in non-profitable customers

reactivating lost customers

By using data on individual buying habits we are able to not only verify that your ex-customers are still active elsewhere, but also to determine current preferences and identify successful winback strategies.



Your lapsed/dormant customer data is analysed alongside a detailed view of UK consumer transactions to build a detailed profile.

Analysis of individual transactional behaviour enables us to determine the key characteristics of each customer.

Using a number of different statistical methods and analytical techniques we use this detailed profile to understand needs and preferences and predict future opportunity.

Identify

current value
preferred channel
preferred products
personal needs
offer results
cross-/up-sell results
campaign results
relevant key events

Predict

potential value
future channels
future products
future needs
future offers
future cross-/up-sell
future campaigns
future triggers

Create Your Strategy

to attain maximum value
to maximise ways to reach
to offer appropriate products
to encourage indispensibility
to present appropriate offers
to target engaged customers
for improved campaigns
to ensure correct timing

Identify

customer attributes from:

- Active opportunity based on verified buying behaviour
- Current value at individual level
- Channel, product and timing preferences
- Likelihood to respond to particular offers