

DATA ANALYSIS FACT SHEET

Data Analysis (title)

Know your customers and your business better (subtitle)

(Introduction)

To build relationships with your customers—relationships that will tell you what products and services they want and how they want to buy them—you need to analyze customer data. The AnalytiX® System delivers quick and versatile access and analysis of your customer data by joining the Query Builder interface with Quick Count, Record Browser, and Template Manager, three powerful analytical modules.

(General AnalytiX System Information)

Customer Insight Company's flagship product, the AnalytiX® System, is a sophisticated marketing data mart that gives you the power and knowledge needed to build customer-centric marketing programs that result in significant and sustained company growth. It delivers the ability to access, manage, and analyze large volumes of detailed customer information using a database engine optimized for marketing applications. Its ability to maximize warehouse data in a flexible and adaptable data mart gives you the power to drive strategic marketing programs.

You can design your marketing programs from sophisticated analyses based on ad hoc queries. You can test your ideas with flexibility and ease, running new queries with each discovery. Its ad hoc analysis capabilities support customer profiling and segmentation, campaign management and response tracking, acquisition and retention program development, data modeling, and profitability analysis. Using the AnalytiX System, you can make informed assumptions about buyer behavior, define marketing strategies based on those assumptions, and design customer-motivating marketing programs that will grow your company's profits by increasing customer loyalty.

You Had an Idea... (title)

...to analyze your data from your desktop. To know your customers and your business a little better. Better than your competition. Before your competition.

Put Your Idea to Action (side subtitle)

Analyze your data: increase your knowledge about your customers and your business.
(sidebar)

To know both your customers and your business better than before, and better than anyone else, you need to maximize the potential of your marketing database. By understanding the power, process, and potential behind the AnalytiX System's data analysis modules, you can build successful relationships with your customers. Relationships that will result in customer loyalty. Relationships that will spur profitable growth for your organization.

Query Builder: A seamless path behind the scenes (side subtitle)

Query Builder is the "communications line" between the three data analysis modules and your database. Its user-friendly interface includes an "assisted query statement selection tool" that guides you through the process of creating and executing queries that will identify or extract data from your database. The interface gives you complete access to all of the fields in your database, in addition to the powerful and unique functions used in the querying language. These features make selecting your qualifying criteria fast and easy.

A local clothing retailer wants to mail a promotional holiday catalog featuring a new line of leather jackets. The target: women between the ages of 25 and 50 who made a purchase in September, October, or November in the previous year. From within any module in the AnalytiX System, the retailer uses Query Builder to write an expression based on this selection criteria.

Quick Count: The numbers game (side subtitle)

Quick Count provides extremely fast, aggregate counts of database groups (households) and records (individuals and/or transactions). You can make these counts over the entire database, or over a specified portion. Quick Count delivers an initial cut at your analysis, providing a first glimpse of the numbers. This initial count will tell you to continue your analysis or rethink your criteria and try again. With Quick Count you can:

- Define the groups and records you want counted.
- Specify the criteria you want analyzed for the groups and records in a count.

- Determine result averages and other mathematical expressions.

Your results, returned at a rate of 20-70 million records per minute, are fast. You know almost instantly if your original hypothesis is correct. You can move on to analyze your data more deeply. Or, you can modify your criteria and run another count—always able to review your past queries and results. It's easy. And it's a quick way to verify your approach before you invest more time and money in a program that your customer won't value.

To determine if the target market contains the right group of people (those profitable customers), the retailer uses Quick Count to identify its potential. A count of the following was requested:

- *Households with women between the ages of 25-50 who made purchases in last September, October, or November (group qualifier).*
- *The sum of the order amounts (expression).*

The result: 2,513 households qualified with women between the ages of 25 and 50 who made purchases last year during the months of September, October, or November. These purchases totaled \$656,867 in revenues, with the average customer spending \$82. This information tells the retailer the number of households to mail to and the potential revenue from its planned promotion based on past sales.

Record Browser: Getting a closer “look” at your customer (side subtitle)

Record Browser puts you one level closer to the customer by displaying the customer information behind the numbers your queries produce. Browsing this information helps you get acquainted with your customers and the characteristics of the groups and records in your database. It also allows you to:

- Check the validity of the group and record qualifiers you use to produce target lists.
- Pick and choose specific customer data for viewing (related to your query or not).
- Discover unrealized patterns and customer behavior in the data.

To ensure that the queries result with the qualifiers for which it is searching, the retailer views the customer records using Record Browser. It makes sure that its queries result with only

women in the specified age group. In addition to checking the validity of the resulting qualifiers, it uses the records to determine target zip codes for the mailing. Record Browser allowed the retailer to scan the data for patterns and information that helped it redefine the analyses and fully develop the promotion. The result: improved decision making using additional customer information.

Template Manager: Organizing the “blueprints” of your efforts (side subtitle)

Each data analysis module includes the ability to create and save query templates and reports for future analyses and reference. Template Manager serves as a filing cabinet that holds and organizes the templates and their results. This system saves you from reconstructing each task every time you need to make an update, change a query’s selection criteria, or edit your analysis. That way, you can focus on the more important task—performing analyses that will let you better understand your customer.

For result tracking, the retailer develops a monthly profitability query template. This prevents duplication of efforts each time the analysis is performed. The report for each month is also filed for future reference. The result: quick and easy access of past queries and reports, without starting over.

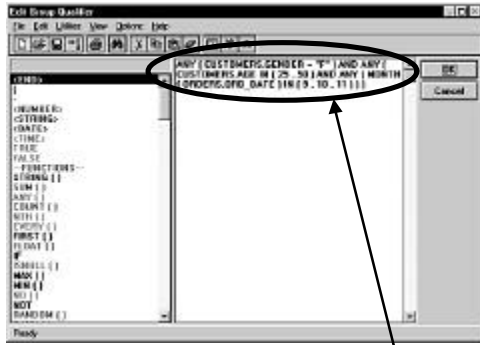
Data Analysis: Helping you build profitable relationships with your customers

Quick Count, Record Browser, and Template Manager let you analyze customer information so you can know your customers in detail. Target them with the products and services they want. Maximize the results of your promotions and the dollars behind them. These modules, partnered with other powerful AnalytiX System modules, provide a complete marketing solution for you. The result: you will build loyal and profitable relationships with your customers.

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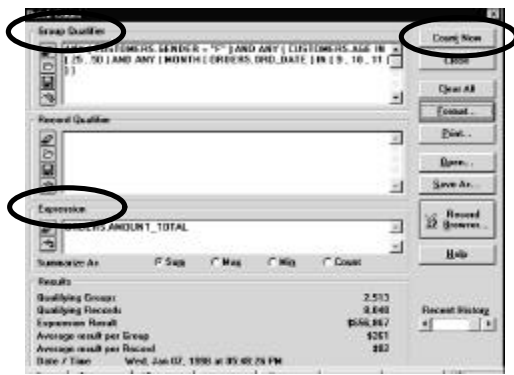
TEMPLATES:

Query Builder Screen

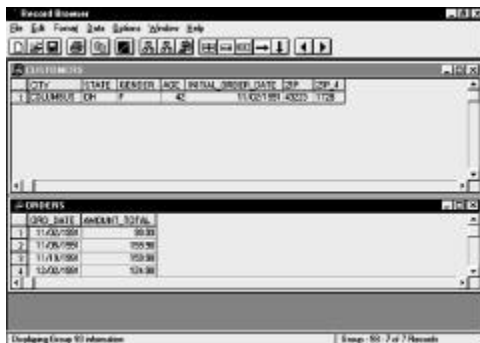


Your selection criteria is entered here

Quick Count Screen



Record Browser Screen



Template Manager Screen

