

### eBusiness Overview

Some customers are worth more than others. Understanding how much a customer is worth to you is an integral part of successful online marketing and ebusiness. Increased customer insight is necessary if you want to maximize your marketing and customer management strategies and improve your acquisition and loyalty efforts.

ROI Direct.com addresses this online imperative through an ecustomer value analysis that is a critical component in your effort to quickly and affordably transform your online business from a minor presence to a market leader.

### e-Customer Value Analysis – Understanding Your Customer’s Worth

Your ability to maximize online sales requires a detailed understanding of your customer’s worth and lifetime value. Our e-customer analysis focuses on improving your online business through an analysis of customer data, profitability, and lifetime value.

The results of our customer analysis are presented in a *Customer Value* report. This report provides a description of unique customer segments, value scores and rankings, in addition to recommendations on how to:

- Increase marketing dollar effectiveness through more targeted campaigns
- Increase ROI and customer loyalty within customer value segments
- Track customer segment behavior over time for trending analysis
- Refine campaigns for improved responses based on trend information

In addition to these important benefits, we will help you profit from quick results. And since you know how important it is to move in ‘Internet speed,’ you can be confident in your ability to establish a competitive edge and improve your positioning over time.

### The Next Step

If you are looking to have a better understanding of your customer’s value or the strategic actions you can take to collect customer information, improve your marketing efforts, increase sales revenues, and boost customer profitability, then ROI Direct.com’s e-Customer Value Analysis is for you.

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Contact us today to learn how our professional services can help you build a strong ebusiness foundation that will increase your online sales and support you as you scale. Discover how quickly and affordably we can help you can maximize your online storefront while enhancing and personalizing the relationship you have with your customers. We're here to help your ebusiness boom.

<callout>

#### ROI Direct.com Professional Services

The Professional Services team at ROI Direct.com can offer you invaluable insight into conducting business on the Internet, helping you quickly transform your online presence into a profit center. Our online marketing, commerce, and customer care consultants have helped mid-size businesses gain a competitive edge using our applications and professional services. Our clients benefit from the experience that we've gained in building, promoting, and supporting a variety of online businesses. By combining this practical experience with our hosted applications, our consultants are best suited to provide tailored ebusiness solutions that meet online imperatives while addressing both your objectives and expectations.