

# CUSTOMER SCORING



## HARVEST MORE CROSS-SELL AND UPSELL OPPORTUNITIES

For a speedy, direct route to increased profitability, it's hard to beat organic growth. Many of your customers are also your best prospects — if you can determine which of your products and services are most relevant to them. **Customer Scoring powered by the ElementOne<sup>SM</sup> Analytics Platform** makes it easy.

### *Upgrade Your Understanding of New and Existing Customers*

With our ability to score customers — at a household level — at a far higher rate than alternate systems, you can more accurately target households in your CRM database for **cross-sell and upsell** opportunities. With this strategy, you'll provide optimal customer experiences with more personalized communications.

Our scores ensure that you send the most relevant message, offer or promotion in the preferred communication channel for each customer. You can identify the most valuable customers in your CRM database based on *criteria specific to your business*. You can even identify customers who are most likely to churn so you can proactively engage them in retention efforts.

The approach also enables you to *instantly* identify and score new customers for which you have limited transaction history and no other information. Instead of a quarterly or annual event, you can make organic growth a constant marketing campaign that provides a persistent year-round lift.

### *Put Our Unrivalled Data to Work for You*

You'll get optimal predictive power from our Customer Scoring services, which are built on the most complete and up-to-date:

- Contact information
- Household demographics
- Purchasing habits
- Media usage
- Property and financial profiles
- Web site and ecommerce behavior
- Consumer expenditures by region or market

*TARGUSinfo provides unique, hard-to-find consumer and business information, including the most comprehensive coverage of wireless and VoIP phone subscribers.*

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## Most Predictive Scoring and Segmentation

By combining your customer-history information with our unmatched consumer information, we build a predictive model or set of target-audience segments through a rapid roll-out methodology. The result is *greater predictive power* with customer scores that are *unique to your business, your target audience and your products/services*.

### The Secret to Engaging, Acquiring and Retaining Customers

The ElementOne Analytics Platform delivers insights at the moment you need them, allowing you to acquire not only more customers, but those who will be longtime, valuable customers.

The predictive power of our analytics platform can be deployed across any one of our five ElementOne services for optimal marketing results:

				
<p><b>Marketing Insights</b></p> <p>Lead a revolution in marketing strategy using an on-demand platform for customer insight, market analytics and consumer segmentation</p>	<p><b>Prospect Scoring</b></p> <p>Win the race for new customers using online and offline prospecting programs tailored specifically to your ideal customer and market profile</p>	<p><b>Lead Scoring</b></p> <p>Maximize every inbound lead through real-time decisioning, lead prioritization, offer management and remarketing</p>	<p><b>Customer Scoring</b></p> <p>Build a fortress around your customers with in-depth analytics and scoring to support retention, cross-sell and upsell campaigns</p>	<p><b>Site &amp; Market Scoring</b></p> <p>Enhance your retail strategy using advanced analytics and the most robust data for market prioritization, network optimization and site selection</p>
<p><b>ElementOne Analytics Platform</b></p>				

With your *unique* set of customer scores from TARGUSinfo, you can deliver customer experiences that increase loyalty and satisfaction. You'll capture more revenue by focusing on your best customers, raising your individual customer value and preventing attrition through proactive retention efforts. The path to greater share of wallet is clearer, shorter and easier than ever.

To learn more about our Customer Scoring services, contact us today at [800.6.TARGUS \(800.682.7487\)](tel:800.6.TARGUS).