

1. WATCH YOUR HEALTH.

Track sales, retention and margins monthly using strategic segments from your customer file. Keep tabs on the health of your customer file, and use it to build your sales forecasts and budgets.

2. STRENGTHEN YOUR FOUNDATION.

Build a robust set of customer-level attributes, that includes historical purchase data (recency, products, channels, amount), email activity, web activity, opt in/out information, demographics, and co-op data.

3. MY HEAD IS IN THE CLOUD.

Augment your internal marketing systems with fast and easy-to-install cloud-based systems. You can now get a marketing database or analytic solution via the cloud.

4. MODELS THAT LAST.

Build campaign performance models to last. Build fewer models that can be applied to multiple events.

5. MODELS THAT FIT.

Build unique campaign performance models by customer segment, driven primarily by predictor data uniqueness and coverage.

6. WHAT LOYALTY?

Measure the incremental value of your loyalty programs. They're often lower in value than expected.

7. JUST BROWSING.

Pull in web browsing data (page views by category, viewing recency) to better inform marketing decisions across channels, including the web, email, and print.

8. GET WITH THE FLOW.

Manage your customer base as a strategic asset by monitoring the value of key customer groups and the flow of customers into and out of these segments.

9. SHOPPING PREFERENCES.

Use your customers' channel shopping history in your marketing contact strategies. Leverage all channels: email, web, phone, store and other channels important to your business.

10. CAUSE AND EFFECT.

Give credit to the marketing source of customer purchases. Conduct holdout tests. Survey shoppers so you can establish the level of revenue attribution across channels.

11. IN THE ZONE.

Augment your data on prospective, new and lapsed customers with accumulated history and census demographics by geography.

12. GET YOUR ANNUAL CHECKUP.

Measure the 12-month value of customers each year. It is too important for making investment decisions to ignore.

“TURN RAW DATA INTO ACTIONABLE INTELLIGENCE AND SEE IT TRANSFORM YOUR MARKETING.”

Matt Redlon
CEO, Clarío Analytics

