



# Smarter decisions. CLEAR PROFITS.

Clarío Stream is a **robust contact optimization engine** that targets the best contact stream for each customer with precision, increasing marketing return on investment by removing unproductive contacts and finding missed opportunities. Clarío Stream optimizes marketing contacts across time, providing measurable savings which fuel future marketing investment.

## Optimize contact streams for your business objectives

- Clarío Stream's proprietary algorithms identify the most productive tactics among many possible contact combinations
- Optimize contact streams for customer and contact groups with different goals, such as growing revenue or profit, investing in customer acquisition or reactivation, or some combination of the above

## Break down "decision silos" for more profit

- Save money by finding new contact efficiencies over time across your brands, media and channels
- Cross-promote brands to receptive targets
- Grow your customer base by finding new, high-potential prospects within and across contacts

## Stop bombarding customers with the same messages

- Minimize revenue cannibalization between contacts through better contact timing and fresh content, resulting in smarter decisions and more accurate forecasting

## Start treating your customers as individuals

- Make contact decisions at the most granular level possible - targeted to one customer, not many
- Personalize each customer's contact stream for the ultimate customer relationship management solution

1	2	1	6	3	8	7	0	0	0	0
0	1	0	0	4	8	4	0	4	4	1
7	0	7	0	0	5	2	5	0	5	1
4	7	8	1	4	5	4	4	5	2	0
0	2	6	8	8	6	0	0	1	4	0
7	0	9	7	4	2	6	1	2	0	1
9	2	7	0	0	4	5	4	1	0	8
4	4	5	2	4	8	4	8	1	1	0
2	5	7	7	0	0	0	1	1	2	1
1	2	6	2	5	1	0	4	0	4	1
0	1	5	9	2	0	1	7	0	2	1
8	7	7	5	7	7	0	0	2	0	2
7	8	2	8	2	7	4	0	1	4	1
4	0	0	0	5	1	1	1	7	7	1
1	1	4	2	4	0	0	0	5	5	7
5	2	0	4	2	8	1	1	0	0	5
								1	0	2

## CONTENT STRATEGY CHALLENGES

### Decision Silos

Uncoordinated strategies between channels and brands over time result in under and over contacting customers

### Similarity of Contacts

Similar contacts over time are not accounted for, resulting in revenue cannibalization and over forecasting

### Poor Segmentation

Treating large groups of customers the same harms relevancy and frequency and results in lost opportunities



### Over Saturation

Buying revenue at an ever diminishing rate of return risks customer fatigue and loss

### Inflexible Legacy Processes

Budgeting and strategic planning are locked in legacy processes, not adaptable to changing needs

“I DIDN'T REALIZE HOW MUCH WE WERE WASTING IN CIRCULATION DOLLARS, UNTIL WE STARTED USING CLARIO STREAM.”

### Maximize each customer's relationship potential

- Know the optimal number of contacts for each customer, to maximize your financial objectives and not cause fatigue

### Test, measure and plan accurately and affordably

- Experiment with different contacts for different customer groups and simulate the impact of new marketing strategies
- Measure the value of different contact strategies via longitudinal A/B tests to provide ongoing validation and guide refinements
- Get continuous views of campaign effectiveness, so you can reduce costs and know your return on marketing investment at any time
- Generate more accurate forecasts and plan future marketing campaigns

### See and share data easily

- Get actionable intelligence through Clario Stream's detailed, customer-level "best practices" reports
- Share insights, strategies and results between team members without IT intervention, through Clario Core
- Easily select data for your catalog, direct-mail or email campaigns and provide to marketing automation software or service bureaus

### Leverage the Clario Core world-class analytics platform

- Clario Stream optimization capabilities are fully exploited with the Clario Core analytics platform
- Affordable, scalable cloud-based Software as a Service (SaaS) subscription service
- One streamlined resource that keeps track of all the ways customers interact with your company and brands

For more information, call **866-849-3341** or visit **clarioanalytics.com** for a demo.



[www.clarioanalytics.com](http://www.clarioanalytics.com)

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## HOW CLARIO STREAM WORKS

### CUSTOMER SCORES

#### Contact:

History | Timing | Content | Forecasts



**Load Customer and Contact Details**

1



2

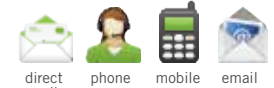
**Model Sales Shared Between Contacts**



**Predict Saturated Sales for Each Customer & Contact**

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### CAMPAIGN CONTACTS



	direct mail	phone	mobile	email
Cust 1	1	0	1	1
Cust 2	0	1	1	0
Cust 3	1	1	0	0

4

**Pick the Optimal Contact Stream for Each Customer**



All supported by Clario's expert marketing strategists and analysts.

### About Clario

Clario Analytics develops and markets marketing software solutions via a cloud-powered, Software as a Service (SaaS) deployment model. Clario brings unique insight into customer behavior through sophisticated analytics and world-class expertise. Empowered with this actionable intelligence, marketers can make wise spending decisions and personalize their programs to achieve better results.