

Accurate Assessment Leads to Measurable Results

Too Much Data, Too Little Time

You now have access to more marketing information than ever. From customer data, to channel-specific response rates to industry trends and statistics – data is everywhere. The question is – what does it mean to your business? For one customer, it meant increasing results by nearly 34% in a recent campaign, after applying DecisionMaker Analytics to their previous marketing programs.

Many companies struggle because most of the data is complex and not easy to measure and analyze. Or you don't have the time or resources to interpret or understand it. And without an in-depth analysis of your marketing data, it is difficult to apply it to your business and lead to sales.



Build Your Business on Profitable Customer Data

It's tough to make the business case to invest in new marketing campaigns when you are challenged to show results from those you've already done. Upper management wants to see metrics such as lead conversion rates, the length of the sales cycle, and the average cost per sale – to name a few. Simply put, you are expected to quantify marketing investments and their effectiveness.

DecisionMaker Analytics assesses your current customer data, marketing campaigns and their results, and applies a series of unique criteria to improve the quality and effectiveness of each of your marketing campaigns. The process allows you to focus on your most profitable customers and prospects and decrease costs at the same time.

The first step is to increase the level of intelligence about your current customers. DecisionMaker Analytics delivers new knowledge and insight as it:

- Evaluates your customer base
- Produces a profile of your customers – and prospects
- Identifies the professional demographics of your most frequent buyers
- Determines the most likely responders for future campaigns, based on previous results.

It's Not What You Know – But Who You Know

DecisionMaker Analytics can teach you more about the “who” you already know, and leverage that insight to reveal key prospects with the same profile. Based on the profile, we help you create more targeted and responsive marketing campaigns. The service analyzes response data and proves the value of your investments in:

- Database marketing campaigns
- Online, mail and telephone surveys
- Market segmentation tactics
- Customer loyalty programs

History is the Best Teacher

By understanding which messages and offers customers have responded to from your previous campaigns, you can effectively target those contacts and others like them with cross-sell and up-sell opportunities, as well as repeat purchase offers, loyalty program invitations, and other relevant messages.

CASE IN POINT

A large international oil and gas provider recently tested DecisionMaker Analytics and compared the results from a previous email marketing campaign with those after the analysis. The results warranted adding DecisionMaker Analytics as a part of their marketing process.

Here's the scenario:

- **Pre-analytics Campaign:**

Targeted email campaign returned a response rate of 1.09%.

- **DecisionMaker Analytics**

Developed custom demographic and firmographic select criteria based on the responders to the original campaign.

- **Post-analytics Campaign:**

The company experienced a nearly 13% increase in response.

Why DecisionMaker Analytics?

DecisionMaker Analytics makes no assumptions about your current data or your marketing goals. At DM2, we start with the facts – your previous results. And we work with you to fully understand your objectives and your target market. Then, we build a program specifically designed to improve your response rates and reduce your overall costs.

It's the quality of the data we maintain that enables us to separate the "standard" information about your

customers and prospects from the truly unique characteristics of those who are most likely to respond to your messages and purchase your products. Because if the leads don't convert to sales, it doesn't matter how many people receive your message.

DecisionMaker Analytics helps you prospect and sell more effectively to the right people – so you prove the value of your marketing programs and significantly increase sales.

Get Started

Call 800.323.4958 today for a no-charge, no obligation quote for the DecisionMaker Analytics program that can turn your next marketing campaign from a "cost" to a profitable investment.

The DM2-DecisionMaker Advantage

DM2-DecisionMaker (DM2) is direct marketing to decision makers. We help companies improve their sales and marketing effectiveness by connecting them with pre-qualified leads, new prospects, and industry experts. Our results-driven services include multi-channel list rental, lead development, expert research, and custom marketing programs. DM2 maintains its headquarters in Oak Brook, Illinois and manages a rigorously updated database of more than 35 million postal and 8 million email addresses of sourced business professionals from 25+ industries.

For more information

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