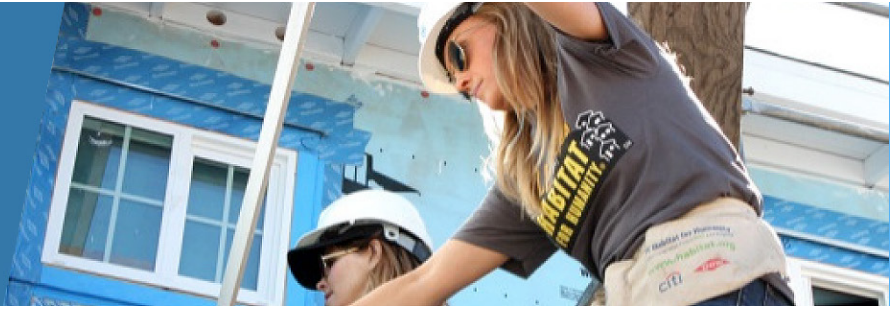


ANALYZE360

Customer Case Studies



Habitat for Humanity Builds Homes and Hope with Big Data

Background

Habitat for Humanity of Northern Virginia, has been around for 25 years and to this day does not accept substantial government funding, which means the not-for-profit needs committed volunteers and donors. Volunteers and donors are the lifeblood of nearly every nonprofit organization. Workers at Habitat for Humanity, however, say the needs go beyond one-time donations and volunteers. To survive and grow, the organization must have a stream of resources fed by repeat donations and volunteerism.

Challenge

The challenge is figuring out which people in the community are likely to invest more time and money in the organization and which are interested in participating just once. Habitat for Humanity used **Analyze360™** to prioritize who they should reach out to beyond the donors that they already had. **The ideal characteristics of a donor and volunteer included “a spirit of service”, someone who’s really passionate about helping and the mission. Those characteristics are not tangible and can be hard to spot** when searching for and targeting people with Habitat for Humanity’s marketing messages. With **Analyze360™**, Habitat for Humanity set out to identify the intangible characteristics that would pinpoint passionate repeat volunteers and donors.

“Now we can better educate and raise awareness. It makes all the difference.”

Results

With **Analyze360™**, more than 360 unique variables were analyzed to figure out what was moving current donors and volunteer. Once we were able to identify common characteristics, then Habitat for Humanity could go back through their database and prioritize who to reach out to for more money. They also took that same ideal profile, to comb through the Northern Virginia area, and identify those who weren’t currently donating but had the makings of someone who would be most likely to donate in the future. Those who show interest in DIY projects, for example, and have more flexible schedules, such as college students, may be prime candidates to receive messages from Habitat for Humanity.





Citron Expands Reach and Determines Product Direction

Background

Created in 1992, Citron Clothing is a high fashion specialty women's apparel retailer that sells "wearable works of art" through a network of brick and mortar boutiques, on-line sales and placements in select department stores in the western United States. Citron was looking to extend their on-line presence and expand their product offerings using data driven insights about their existing customers overall retail, apparel and accessory habits.

Challenge

Facing a key challenge about product direction: whether to expand into women's petite apparel or fashion accessories, **Citron leveraged Analyze360™ to discover psychographic profiles and retail behaviors for 10,000 existing on-line customers and identify its core market demographic.** Their demographic, upper middle-income boomer women with a high interest not only in fashion, but fine arts, fine dining, domestic travel and philanthropic enterprise. This segment tested higher for fashion jewelry, accessories, luxury items and leather goods. Petite-sized apparel tested lower for this age and lifestyle demographic. With this insight, Citron is expanded their jewelry and accessory lines and decided against investing in petite-sized apparel, saving them time and money.



Additionally, **Citron leveraged the look-alike audience capabilities of Analyze360™** to reach new customers in its target demographic through a combination of direct email marketing, social media and expanded geographic footprint.

Results

Analyze360™ identified a total potential market of 0.5 million US consumers for Citron's offerings.

A targeted email and social media campaign using a **lookalike email audience yielded 4x performance over previous new customer contact campaigns.**





Big Data Brings New Car Buyers to the Right Dealership at the Right Time

Background

Temes™ Consulting markets on behalf of major new car manufacturers including Fiat Chrysler, Ford and Toyota to drive dealership visits for new model releases and major promotion events. Temes™ turned to **Analyze360™** to leverage consumer sociometric and automobile registration data to identify prospective buyers and match them to their ideal car and offer.

Challenge

New automobiles are some of the largest purchases made by the average consumer, and buyers face a dizzying array of makes, models and options to choose from, but identifying customers who are in-market for a particular vehicle at a particular time can be challenging for manufacturers and dealerships. **By building demographic, psychographic and financial models for each make and model using Analyze360™, Temes™ was able to build ideal customer profiles for each car on the lot, as well as for competing models at other dealerships.**

Combining these profiles with lease and loan expiry data from current car owners within driving distance of the dealership, Temes™ developed highly personalized telesales, directmail and social campaigns to reach qualified buyers with the perfect car waiting for them, freeing dealer sales consultants to focus on closing the deal.

Temes™ was able to build ideal customer profiles for each car on the lot, as well as for competing models at other dealerships.

Results

By combining sociometric and psychographic data for every US household with existing car ownership information for 125,000,000 vehicles, Temes™ has unprecedented insight into the automobile buying habits and preferences of all Americans. **Leveraging these insights into omni-channel, personalized marketing campaigns for vehicle promotions, Temes™ has grown buyer visits to its customers' dealerships by 317% over a one year period.**





Lemonade™ leverages Market Demographics to Reach Buyers on Social Media

Background

Lemonade™ is revolutionizing the traditional marketplace for renter's casualty insurance with an innovative digital brand, all online offering and serious corporate responsibility that appeals to today's young urban and professional renters. Lemonade needs to reach its buyers where they live their lives—on social media—by bridging the gap between traditional qualified leads and targeted social advertising. Analyze360™ offered Lemonade a source of prequalified, high propensity consumer leads that could be targeted through an omni-channel social media strategy.

Challenge

Lemonade™ was cautious about the restrictions on data privacy as it entered the heavily-regulated insurance market, and without a large in-house data analytics team, it was unsure how to develop a strong set of predictive analytics to drive demand and lead generation. In addition, social media advertising platforms like Facebook™ Ads Manager lacked many of the key selectors for determining underwriting eligibility. **Lemonade™ worked with Analyze data scientists to identify geographic, sociometric and psychographic predictors for potential ad responders and used those predictors to generate high potential customers who met the property, income and underwriting requirements.** They then located social media profiles for each potential customer and built custom Facebook™ audiences designed to reach only highly qualified and high potential conversion consumers.

Lemonade™ used predictive analytics to reach highly qualified and high potential conversion consumers.

Results

Using baseline data from Analyze360™ 220 million US households and individuals, **Lemonade was able to locate and target over 80% of its potential customers on social media. With a test audience of 100,000 potential new customers, they began seeing new conversions within 48 hours of campaign launch, with scale-out advertising now under development.** Because leads are analyzed and generated by Analyze360™ and not its internal data sources, the company is fully confident of its compliance with Gramm-Leach-Bliley and state privacy regulations.





Brake Squad gets insights on how to expand franchises, increase profitability and improve customer satisfaction

Background

Since 2012, The Brake Squad has worked hard to create a convenient, affordable service designed to save customers time and money. Brake Squad comes to customers at their homes or office, saving them the inconvenience of dropping off a car, arranging rides, and being without a vehicle for a day or more. Since they only focus on brakes, they have the expertise, the right equipment, and quality parts to get their customers back on the road quickly.

Challenge

Brake Squad is a nationwide franchise business with locally-owned operations run by car care pros. **The Fairfax Brake Squad was looking to increase its customer base but didn't have the right insight to find local customers that would benefit from their services.**

Results

A comprehensive review was completed on Brake Squad's customer list. That data was fused with Analyze360™ to provide a richer understanding of their customer database in terms of demographics and sociometrics. Analyze360™ (formerly Clientel) was able to provide short-term, low-cost recommendations and long-term strategy that could be implemented over time and as investment allowed. **With this analysis, BrakeSquad was able to discover their customer demographics, most likely income levels, preferred service locations, and the most serviced vehicle makes, models and years.** Providing practical, timely information to help expand their customer base, and increase growth and profitability for their franchise.





Angie's List contacted high-propensity customers to improve marketing response

Background

Angie (formerly Angie's List) is an American home services website owned by Angie Inc., a publicly-traded subsidiary of IAC. Founded in 1995 by Angie Hicks and William S. Oesterle, it allows users to search for contractors to provide paid home improvement work. As a software platform much of the value of their offering is in providing reviews from previous customers to those considering using a particular service. Angie's List actively sought after as many reviews as they could get and this translated to their bottom line.

Challenge

Angie's List was tasked with focusing its marketing money on the most valuable customers and ones that could help write reviews. Angie's List needed a way to get more reviews because only a small percent of their users ever contributed a review. Their solution was to call 20,000 customers a month who had previously used their service and ask them to write a review. This was necessary but costly and the return on their calls only added about 5 percent more than not calling. They needed to find a way to increase the response rate to their phone calls.

With Analyze360™
Angie's List identified
20,000 high-potential
reviewers.

Results

Using Analyze360™ (formerly Clientel) they analyzed the people who had written a review in the past and generated a segmentation report as well as a unique model in our platform. Using that model they identified 20,000 high-potential reviewers and called those each month instead of the random list they were using. This resulted in going from a 5 percent response rate to of 30 percent. This increase of effectiveness was attributed entirely to Analyze360™ and the model it provided them.

