

## Profiling Intelligence

Insightful Data Intelligence. Powerful Prospecting Opportunities.

### Key Benefits:

- Provides detailed behavioural and socio-demographic insights on existing customer data
- Helps establish target groups of similar segments along a specific geography
- Allows custom personalization of creative assets to provide targeted message and offer
- Provides one-stop intelligence and targeting solution for effective communication with existing customers and potential prospects

### Customer Profiling Framework:



### What Is Profiling Intelligence?

Profiling Intelligence analyzes various data points against predefined set of attributes that describe a group of people within predefined geography. There are two types of profiling available:

- Consumer profiling, focusing on profiling existing customers
- Trade area analysis, focusing on profiling a set geography

### Why Is Profiling Intelligence important?

Profiling Intelligence provides detailed insights into consumer lifestyle, behaviour, shopping habits, transaction patterns, socio-demographic attributes. Using all of the available attributes, profiling paints a picture of what consumer looks like.

It allows targeting of potential prospects using same, high scoring segments as the best existing customers. Profiling Intelligence also allows the marketer to analyze set locations/stores and the surrounding areas to provide insights on type of segments living in close proximity of the store location.

### Where Is Profiling Intelligence used?

Profiling Intelligence can be used as a solution for a number of processes.

- Existing customer profiling; providing detailed insights
- Prospect analysis/target segments selection
- Location analysis; to establish new store locations
- ROI analysis to measure the success of a campaign

# Profiling Intelligence

## Advanced Features and Functionalities

### Extensive Targeting Capabilities:

- Seventeen targeting segments with 109 sub-segments across various geographies across Canada providing insightful information on customers and prospects using several different data sources
- Twenty-three modules available for profiling selection with over 1800 attributes representing several different consumer characteristics including behavioural, socio-demographics, transactional and many others

### Customer Profiling – Insights :

- Analyze customer data (demographics, transactions patterns, etc.)
- Segment customers/data into similar groups
- Provide detailed insights based on segments created
- Identify best customer segments and quantify their value using their strengths and weaknesses
- Drive strategic recommendations with actionable insights

### Customer Profiling – Analytics:

- Design offers based on propensity to respond by segment
- Develop up-sell and cross-sell models
- Create prospecting models to acquire new customers
- Design a multi-channel campaign from one platform
- Determine implications on sequence/cadence, offers, and featured products

### Customer Profiling – Measurement:

- Analyze and improve the marketing efficiency and effectiveness of marketing initiatives
- Create metrics, frameworks, and forecasting to monitor and evaluate marketing performance
- Develop and utilize marketing reports and dashboards to manage and continuously improve performance