

Propensity Lists

Increase campaign response rates and generate a significant uplift in ROI



Experian™ Propensity Lists are a new B2B analytical service, specially created to help you get better results from your telesales, telemarketing and marketing campaigns by identifying the prospects who are most likely to become your customers.



Experian Propensity Lists allow sales and marketing professionals to increase their B2B campaign response rates by specifically targeting businesses with a proven track record of spending money on the product or services being marketed.

Each list consists of the top ranking businesses in terms of their propensity to use a particular product or service in selected industries, based on their proven buying habits and attributes.

The lists identify clusters of target businesses who are most relevant to businesses in one of six industries:

- Advertising
- Computing Equipment
- Freight Services
- Hotel Services
- Software
- Telecoms

What are propensity lists?

In marketing terms, propensity is a broad description of the classification that indicates a business's likely behaviour, for example, in its purchasing. Propensity modelling is an established discipline used by direct

marketing professionals to improve the focus and results of marketing campaigns by predicting the behaviour and spending preferences of commercial organisations.

Propensity models help direct marketers to plan campaigns that are specifically targeted towards businesses that have a propensity to purchase particular goods and services, or act in a particular fashion.

The use of such models has proved to increase campaign response rates and, more importantly, generate a significant uplift in ROI.

Experian has built a fully automated proprietary propensity modelling system which is widely available and cost effective for B2B organisations – estimated to be carried out at a tenth of the cost of traditional propensity modelling*. And it's proven to be just as accurate. Tests using actual client data have shown that Experian's technologies are at least 95% as accurate and, in some cases even outperform, the traditional methods.

Experian Propensity Lists provide insightful data on key vertical markets with predictive data models that enable customers to target decision-makers in key industry sectors in a cost-effective way.

How does it work?

Experian Propensity Lists score your target customers from 99 (most likely) to 0 (least likely), indicating the likelihood of a business buying or using the products and services you offer. So a score of 99 indicates that the business is in the top 1 per cent of businesses that look likely to purchase or respond to your campaign.

Each list you buy consists of companies who scored 70 or above, helping you to focus your efforts on targeting the prospects who will be easiest to convert to customers.

Ideal for those companies who have insufficient data or resources to build bespoke modelling solutions themselves, Experian Propensity Lists provide insightful data on key vertical markets with predictive data models that enable customers to target decision-makers in key industry sectors in a cost-effective way.

How is propensity data created?

Experian Propensity Lists are built on Experian's proven Commercial PIXEL and Commercial MOSAIC technologies, which use

sophisticated modelling techniques to accurately predict behaviour by commercial organisations across a diverse range of industries. Commercial MOSAIC draws upon Experian's extensive range of unique data sources, providing a clearer view of potential prospects. Commercial PIXEL is a unique demographic classification from Experian's National Business Database, which allows the creation of bespoke analytical models.

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To find out more about Experian Propensity Lists, call 08700 12 11 11 or e-mail: business2business@uk.experian.com
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