

Predictive analytics to maximise marketing efficiency

Consumer Modelling

The challenge

Organisations constantly strive to make marketing activity more effective. The goal is to pinpoint the right message, to the right individual, at the right time. While profiling and segmentation can help they do not predict an individual's likelihood to respond to a specific marketing communication or predict their long term value to your organisation.

A key challenge is how to make the best use of the vast quantities of data available to predict consumer actions. Getting this right has the potential to drive highly targeted customer and prospect engagement and maximise marketing efficiency.

Our solution

Experian addresses this challenge by creating bespoke statistical models underpinned by a wide range of consumer demographics and behaviours to predict the likelihood of desired outcomes for customers or prospects. These models allow you to identify which consumers are most suitable for a specific form of communication and help you to ensure the most efficient use of your marketing budget.

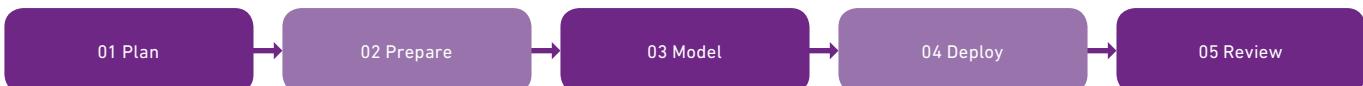
Experian has many years of experience building and deploying consumer models to drive action throughout the customer lifecycle, focused on a range of outcomes.

- **Reach/Acquire:** Identify prospects that are likely to be interested in your marketing initiatives and are likely to fit any relevant risk or eligibility profiles.
- **Develop:** Recognise customers who are most suited to cross-sell an additional product or service to or who utilise a particular channel.
- **Retain:** Spot customers likely to lapse or defect to enable you to consider proactive retention strategies.
- **Inspire:** Understand the expected lifetime value of customers and what actions are required to realise this.

Consumer Modelling helps you target the right message to the right individual at the right time.

Consumer modelling

Our approach



01 Plan

Experian analysts gain a clear understanding of your objectives for the model and how it will be actioned within your organisation. Data to support the development will be identified at this stage.

02 Prepare

A full audit of all data is conducted prior to further analysis. This covers a combination of your customer data and Experian's extensive data assets. At this stage all available data variables (age, income, number of product holdings, etc.) are profiled against the key metric they are predicting (response, conversion, etc.) to understand the nature and strength of the relationship.

03 Model

Experian has extensive experience with a wide range of modelling techniques including regression and random forest. The most appropriate technique for the job is selected and independent hold-back samples are created to allow model results to be robustly assessed. This provides confidence of how the model will perform prior to its implementation.

04 Deploy

Experian's ConsumerView database provides a view of the UK adult population. Any prospect model can be scored against this base to allow data selections for use across a range of marketing channels. Full model rules can be provided where a customer model is to be implemented on your own delivery platform.

05 Review

Experian can design and implement test and learn programmes to ensure maximum value from the models and provide ongoing performance monitoring.



Any prospect model can be applied to Experian's base of UK consumers and used to target high scoring individuals across a range of marketing channels.

The benefits

- Maximise return on investment by identifying individuals most suitable for marketing.
- Avoid contacting consumers that are unlikely to respond to marketing activity.
- Target the right individuals with the right offers, at the right time, and via the right channel.

Why Experian?

- A proven track record in building and deploying predictive models across the customer lifecycle to increase marketing performance.
- A large team of experienced analysts with access to market leading modelling software.
- Access to Experian's extensive consumer data to complement your own data in customer models.
- Ability to score prospect models across the ConsumerView database and select individuals for marketing across a range of channels.

How could Consumer Modelling benefit your business?

To discuss your challenges and find out how we can help, email us at marketing.services@uk.experian.com or call 0845 234 0391.

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