

KRISTALYTICS CUSTOMER JOURNEY - 10 USE CASES

Every potential customer begins as a **suspect**. Some of those suspects become **prospects**. Some of those prospects become **customers**.

This document shows how we use Kristalytics Data from the initial coldest traffic all the way through nurturing the warmest leads and customers. We use Big Data to target the right universe of suspects and prospects, and to guide creative messaging so that as many as possible turn into your long-term customers.

Use Case 1 – Round Up the “Unusual” Suspects

Suspects are people you haven’t targeted yet. We create a smart, aggregate list from our database of 253 million 18+ U.S. adults. These suspects share a few key traits with your best customers, but we don’t know enough about them yet to send them emails or direct mail pieces. Instead, we use high-volume low-cost media (such as Google and Facebook ads) to learn more about them. This is how we start to identify prospects – your potential customers – within the list of suspects.

Use Case 2 – No One Feels Like a Stranger – Dynamic Landing Pages

Someone visiting your website may have bought from you before, or they may be looking at your company for the first time. Even for those first-time visitors we have some information, for example, from whether they are on an iPhone or using an older version of Windows. Imagine a landing page that could dynamically assemble graphics and copy in real time so both the 35-year-old single female millennial and the 65-year-old double-income-no-kid-empty-nester sees pictures and text that relate to them.

Use Case 3 – Eliminate Tire-Kickers

Almost all first-time visitors bounce, which means they don’t buy – at least at first. But they may well buy in the future, so we analyze all bounced traffic and look for traits they have in common with your best customers, such as age, gender and financial stability. We then rank them based on how likely they are to buy. This is one way we stop wasting time on tire-kickers and devote more energy to the highest potential prospects.

Use Case 4 – Email Opt-Ins

Do you have people who opt-in by email? Our daily updated file of 1.45 billion emails means that we can customize the email marketing so that we’re talking to the 75-year-old widow differently than the 50-year-old boomer that's married with two kids. As with Use Case 1, we

approach these suspects through high-volume low-cost media (such as Google and Facebook ads) to determine which ones could be good prospects.

Use Case 5 – Off-Line Opportunities - Customer Direct Mail

We may consider targeting some of your existing customers with direct mail. The goal here is to get buyers to buy again. This is when it makes sense to consider a high-touch, more impactful approach such as direct mail. We usually do a test run with a small universe of approximately 10,000 recipients to gauge response and purchase rates before doing anything close to a large mailing.

Use Case 6 – Upsells

For a first-time buyer, we can show an upsell that reduces short term price and increases longer term profits by solidifying the customer's commitment. The customer might spend less in the short term but more over the long term. In general, customizing that first upsell can have a significant impact on customer spend. Subsequent upsells can might take advantage of our knowledge that customer who purchase Product A tend to likely be interested in Product B.

Use Case 7 – Predicting Time of Next Purchase

Show us a first-time buyer, and we can make some predictions about them. For example, we can compare the new customer of a daily supplement to the promotional history of others that are similar. How fast did those customers reorder - was it 15 days, 60 days, 90 days? This helps us understand when people are overdue for their next order. If a 30-day supply is ordered for two people, it will be used up in a couple of weeks. If someone forgets to take their supplement 1 day out of 3, it will take 45 days to use up a 30-day supply.

Use Case 8 – Customized Messaging

As customers become more engaged, we learn more about them through their promotional history and the promotional histories of people like them, which means we can better customize their emails, direct mail messages, and call center scripts. The more your messages resonate with people, the more they'll buy both now and in the future.

Use Case 9 – Inbound Phone Calls:

With our 500+ million phone numbers database, we're able to match to the phone numbers of inbound callers and know - before you even pick up the phone - whether this is a potentially good customer. Here are a couple of examples:

1. A great customer is sent to the front of the queue to be handled by your best agents.

2. A customer with multiple low-dollar purchases and a high return rate may wait longer and be handled by a less experienced agent, or sent directly to voice mail if call volume is high.

We can also customize phone scripts and upsells based on these insights.

Use Case 10 – Prospect Direct Mail

People understand that direct mail can get existing customers to buy from you again (Use Case 5). One overlooked opportunity is to use direct mail to generate purchases from third-party prospect lists. We use our Data to cull suspect lists to bring in an entirely new source of traffic that simply won't be reached completely or effectively through most digital marketing channels. We have successful clients who have never done *any* online marketing – they use 100% direct mail and catalogs with annual profitable spends that dwarf the spends of most of our online clients.

We have many more ways we help clients – these are merely our top ten ways we use our Data in every step from initial site visits to the long-time customer who's calling customer service on an engaged basis.

Does one sound like a good fit for you? Let's set up a call to discuss.