

White paper summary

Marketing optimisation - Realising maximum value from data driven marketing



The issues of marketing optimisation

For organisations to thrive it is important to make the most of each customer interaction and maximise customer value.

In a world where there are thousands or millions of customers, multiple touch points and many potential actions or offers, how can organisations ensure that decisions will maximise sales and revenues whilst meeting budget and customer contact policies?

Marketers make significant investments to acquire new customers and promote products and services to existing customers to increase or maintain market share, product usage and profitability.

Even though organisations execute hundreds of campaigns a year, there is always a limit on how many activities can be undertaken and how many their customers are willing to tolerate.

With ever more tightly controlled budgets and fewer resources, marketers are under pressure to demonstrate continued contribution to the performance of the overall business, executing only those activities that will produce the best return.

The ability to improve customer value by effectively marketing personalised products and services is increasingly important in the search for a competitive advantage.

Marketing departments are increasingly using analytics to understand and predict customer behaviour, needs and preferences. This allows them to move from bulk marketing campaigns towards smaller and more frequent highly targeted campaigns through a wide variety of customer contact channels.

However, the increase in channels and number of different offers in the market means that it is even more challenging for the marketer to pick the best action for each customer from the universe of offers, channels, compliance and contact policies.

Consequently, organisations need a more effective way of selecting the best customer actions to achieve the desired results.

Want to read more?

This executive summary is taken from the Decision Analytics white paper [Marketing Optimisation - Realising maximum value from data driven marketing](#).

Access a copy of this, and other Decision Analytics white papers, at: www.experian-da.com

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The solution to this issue is an optimisation process that enables marketers to choose the best set of customer actions that maximises the campaign's overall economic return, taking into consideration customer behaviour and expected value, whilst satisfying real-world constraints such as product targets, channel volume limitations, fixed budgets and customer contact policies.

Experian offers an advanced Marketing Optimisation solution which has been designed for easy-use by marketers who want to create optimal campaigns and contact policies.

It allows them to evaluate multiple, optimised scenarios and to view reports to understand the impact of different contact rules and constraints, before committing resources and budgets.

No expertise in advanced mathematics is required; just knowledge of the company's marketing strategies, plans and campaign economics.

Marketing optimisation from Experian can be integrated with most of the leading customer analytics and intelligence solutions.

It can be deployed as a stand-alone application or integrated with most third-party campaign management systems, customer databases and modelling tools.

There are over 20 world-class organisations in North America and Europe that are benefiting from marketing optimisation, typically seeing improvements in their marketing returns of between 10% and 30% or more.

Its flexible, user-definable approach, supported by consulting, analytics and data can deliver significant benefits for campaign selection, customer and segment marketing, next best action across multiple touch points and customer level contact planning and forecasting.

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