

PRODUCTS

Customer Profiling and Campaign Management Analytics

Product Overview

Customer Profiling and Campaign Management Analytics from Business Objects allows you to understand your customers, develop appropriate strategies, run relevant campaigns, and monitor the success of those campaigns. Key insights into who your customers are, how much they spend, and what they purchase are of immense competitive advantage.

Key Solution Facts:

One of three analytic solutions designed for the retail industry

Analyze purchasing behavior, understand different customer segments, and monitor average spend and typical purchasing patterns

Analyze key information to better retain customers, increase their average spend, and run efficient and well-targeted promotions

Continually track campaign success, the frequency of customer spend, as well as your competitive ranking

Addressing Your Business Issues

	Platinum Customers	Gold Customers	Silver Customers	Bronze Customers	Blue Customers	Red Customers	Green Customers	Orange Customers	Yellow Customers
Revenue (\$)	147,830	118,543	201,357	224,127	220,801	221,714	275,805	145,202	202,271
Gross Margin (\$)	284,722	27,208	98,229	67,202	19,226	22,137	154,202	98,202	28,202
Average Revenue per Customer (\$)	12,201	4,529	3,458	2,202	2,202	4,529	4,529	2,201	2,202
Average Revenue per Transaction (\$)	2,202	1,202	1,202	1,202	1,202	2,202	2,202	1,202	1,202
Average No. of Categories Purchased per Customer	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2
Average No. of Transactions per Customer	4.5	3.2	3.2	4.5	2.2	2.2	2.2	2.2	2.2
Average No. of Unique Products Purchased per Customer	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2
Average Time Interval per Transaction	2.2	2.2	2.2	2.2	1.2	2.2	2.2	2.2	1.2

BusinessObjects™ Customer Profiling and Campaign Management Analytics gives you crucial customer information at your finger tips – who they are, how much they spend, and which campaigns are most effective for them. And, Customer Profiling and Campaign Management Analytics continuously tracks this data so you can act promptly and better target your campaigns. With Customer Profiling and Campaign Management Analytics,

you can address the following business issues:

Lack of insight into customers. High customer turnover rates, customer alienation, and a lack of insight into who your customers are, how much they spend, and which products they purchase.

Poorly targeted campaigns. Campaigns may give a low return on investment and fail to hit targets.

Inability to track the success of campaigns. Which campaigns are least or most effective? Without this insight, you may continue to run badly targeted campaigns with low success rates.

The following capabilities are included in Customer Profiling and Campaign Management Analytics:

- Tactical customer segmentation
- Customer behavior profiling
- Customer lifetime value forecasting
- Customer demographic profiling
- Key metric tracking and trending
- Campaign and process tracking
- Campaign and promotion ROI
- Campaign and promotion effectiveness
- Campaign and promotion forecasting

Business Metrics

Customer Profiling and Campaign Management Analytics contains metrics that cover the following areas:

Segmentation. The process of putting customers with similar demographics, behavior, or values, into groups. The purpose is to make segments that are actionable for marketing purposes.

Migration. The movement of customers between different segments.

Breadth of purchase. This measures how many product categories your customers are buying from on average.

Depth of purchase. This measures how much a customer or segment is buying from within a product group. For example, how many different movie channels does your platinum segment subscribe to on average?

Average revenue per customer. This measures differences in customer value when looking across segments. This can also be called other things, such as ARPU, or average revenue per user for the telecommunications industry.

Purchase frequency. This measures the frequency with which a customer buys from you (e.g. twice a week, once a quarter). The typical values for an organization will depend on the type of business involved.

Average revenue per transaction. This measures the average revenue for each order, basket, or transaction. Combined with other measures listed above, this is a good metric for comparing across segments.

Drive Performance Management with Business Objects

Customer Profiling and Campaign Management Analytics is one of three analytic solutions designed for the retail industry. Other solutions include Store Assortment Optimization Analytics and Vendor Performance Management Analytics.

As customers continue to expand their performance management initiatives, BusinessObjects XI is there to ensure they achieve their results.

- **Performance management applications.** Through our horizontal analytic focus on customers, products and services, the supply chain, human resources, and finance, as well as vertically focused solutions for retail, CPG, and compliance.
- **Performance management tools.** Through our industry-leading dashboards, scorecards, and analytic engines, customers can quickly and easily design a customized analytic environment that allows them to get rapid insight into the key issues affecting their business today.

No matter your approach, BusinessObjects XI is positioned to ensure you achieve your performance management goals. For more information on our performance management applications, visit us at www.businessobjects.com.