Getting an Energy Boost

Improve Your Performance through Data Analytics
2012 ELECTION BY ELECTORAL

Population Cartogram based on state-level population counts

www.iqdelivers.com
EVERY RECIPE IS UNIQUE

PROFILES
How does your audience measure up to nationwide consumers... local consumers... purchasers or non-purchasers... or any other audience you would like to compare?

PROFILES are a fast, inexpensive way to learn about your audience.

CLUSTERS
Segment your audiences by common characteristics to personalize renewals, prioritize product offerings, and more.

Clients who have leveraged CLUSTERS have seen response rates improve by as much as 22%.

FLIGHT RISK ANALYSIS
Retention is the lifeblood of any business. FLIGHT RISK by help identify the customers most likely to churn away, and how to keep them before they leave.

DECISION TREES
Understand the specific demographic, transactional, or psychographic data that determines a customer’s likelihood to take a desired action - right down to the individual data point.

There is no deeper look at customer actions and reactions than DECISION TREES.

CLONING
Do you have a valuable member, donor, or customer that you want to find more of? Then CLONING is the perfect solution.

By analyzing more than 500 data attributes, we can help you find their “twins”, helping you grow your pool of best customers.

M.O.R.E.
Improve your campaign results with MORE. By examining who responded and who didn’t, we can help you cut costs by eliminating bad performers, and grow response by targeting more of the strong performers.
**Execution**

- Improved targeting for cost-effective communication
- Revamped creative to speak more directly to targets and their life stage
- Segmented messaging to treat audiences uniquely

<table>
<thead>
<tr>
<th>Segment</th>
<th>Previous</th>
<th>New</th>
<th>Lift</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>.9%</td>
<td>1.64%</td>
<td>82%</td>
</tr>
<tr>
<td>B</td>
<td>.9%</td>
<td>1.81%</td>
<td>101%</td>
</tr>
<tr>
<td>C</td>
<td>.35%</td>
<td>.67%</td>
<td>91%</td>
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Factors Influencing Response:
Utility Zone
Mosaic
Property Size

Analysis predicted a 96.7% improvement in response to these segments
Factors Influencing Response:
- Utility Zone
- Property Size
- Geography

Worst segments still provide opportunities – circled segment outperforms average by 20%
• Mailing better targets gets you more bang for your buck
  – Model beat the control response 2:1
  – Model converted at 3:1 compared to control