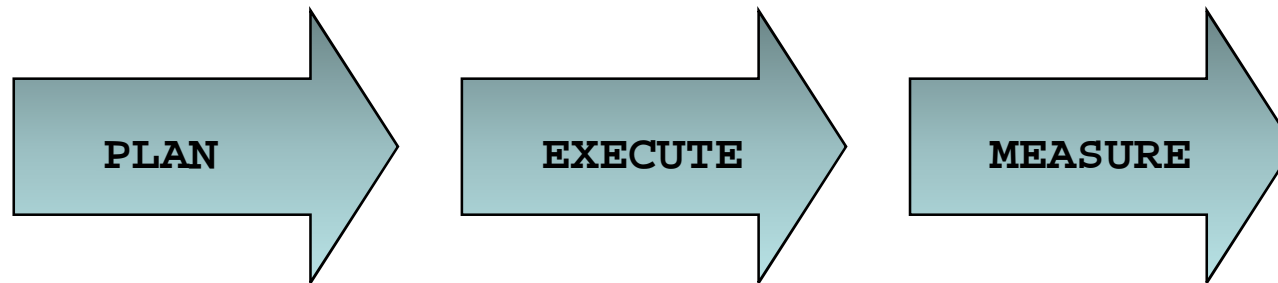
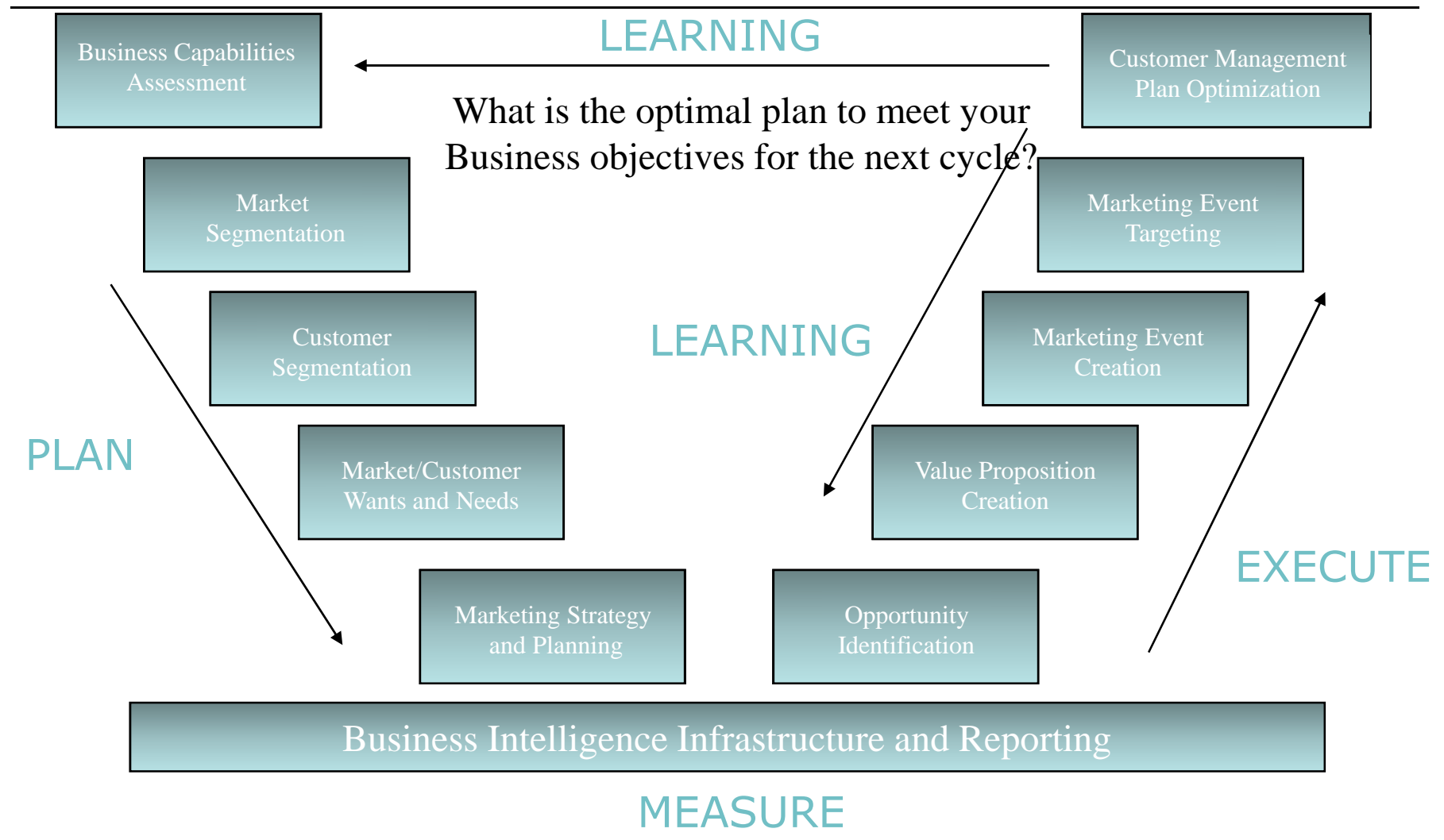


<p><b>Lift</b></p> <ul style="list-style-type: none"><li>•Loyalty Program members should spend more than non-members. How is the program designed to accomplish this?</li></ul>	<p><b>Shift</b></p> <ul style="list-style-type: none"><li>•The launch of a loyalty program should attract new customers who would not otherwise have shopped</li></ul>
<p><b>Retention</b></p> <ul style="list-style-type: none"><li>•Loyalty program members should shop more frequently and have a longer life-cycle than non-members</li></ul>	<p><b>Merchandising</b></p> <ul style="list-style-type: none"><li>•Reduce cash-discounting</li><li>•Product specific earn opportunities</li><li>•Get vendors to fund promotions</li><li>•Private label and category specific promotions</li></ul>
<p><b>Rewards</b></p> <ul style="list-style-type: none"><li>•Aspirational non-product based rewards to reduce reward cost and cannibalization or revenues</li><li>•Redemption on high margin or private label product to incent product or brand switching</li></ul>	<p><b>Recency and Frequency</b></p> <ul style="list-style-type: none"><li>•The loyalty program offers can be designed to promote higher frequency especially during weekly quiet periods (i.e. weekly cumulative offers) and higher frequency through frequency based offers</li></ul>

- Strategic Analytics used to support strategy formulation and business planning
- Tactical Analysis used to support tactical business initiatives (I.e the "business plan in action" )
- Tracking and reporting analytics are used to monitor progress against the business strategy and business "plan in action"





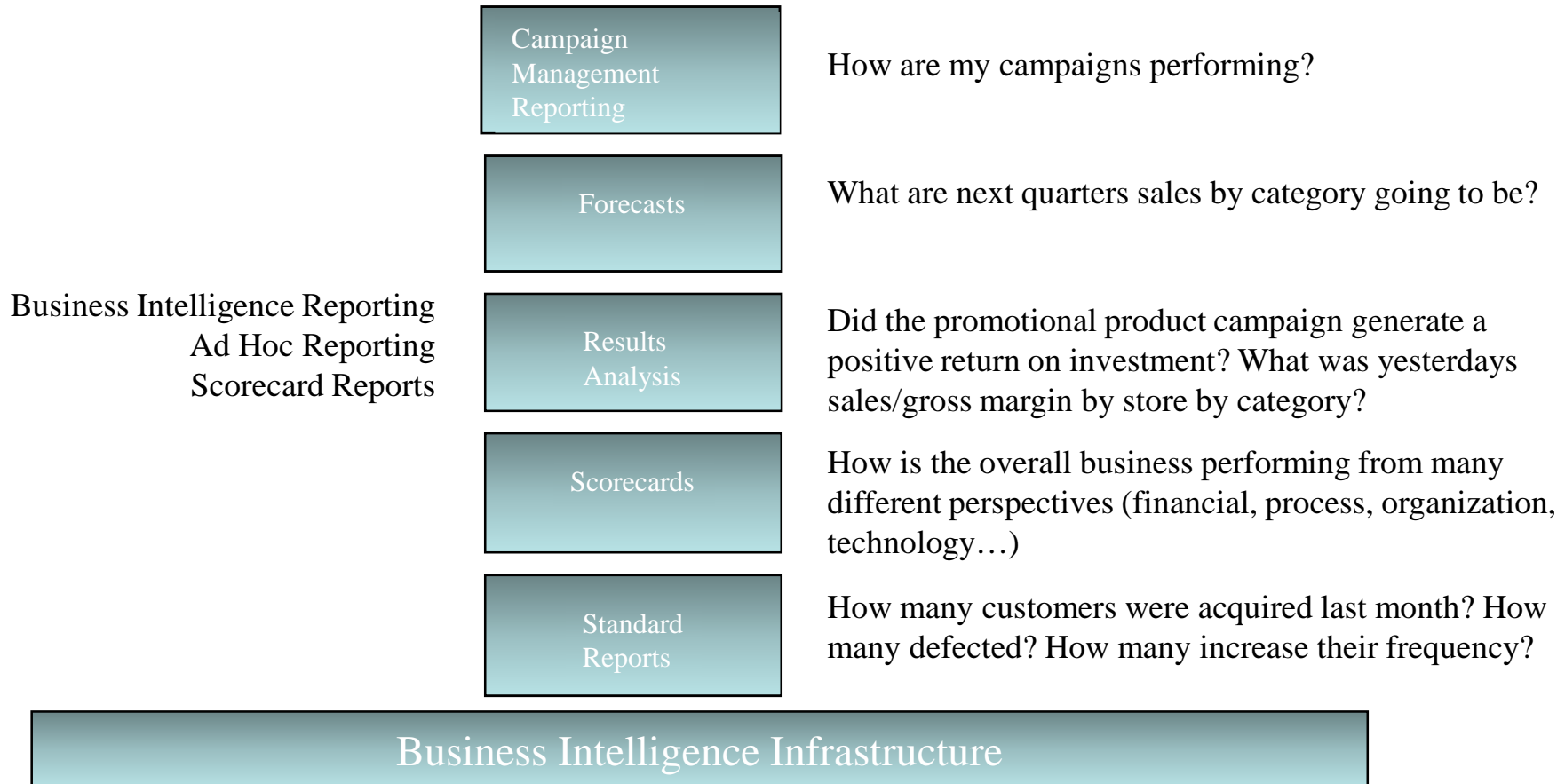
Planning should be executed once for each market per year

<p>Industry Expertise Led Consulting</p>	<p>Business Capabilities Assessment</p>	<p>What is your process, organization and technology capability to execute your analytic based business initiatives?</p>
<p>Strategic Analytics (Value-Based Segmentation)</p>	<p>Market Segmentation</p>	<p>What/Who/Where are your high potential value target markets?</p>
<p>Strategic Analytics (Value-Based Segmentation)</p>	<p>Customer Segmentation</p>	<p>What/Who/Where are your most valuable customers? What is the penetration into you high potential market segments?</p>
<p>Market Research Strategic Analytics (Preference Mining)</p>	<p>Market/Customer Wants and Needs</p>	<p>What do your high value customers and your highest potential markets want and need from their energy provider?</p>
<p>Marketing Expertise Led Consulting</p>	<p>Marketing Strategy and Planning</p>	<p>What marketing strategy and plan can be derived from the market and customer analysis that will drive maximum business results?</p>

Many streams of execution will occur annually

Tactical Analytics Affinity Analysis Link Analysis Gap Analysis	Opportunity Identification	What promotional and product opportunities exist that can be executed to support your business strategy?
Industry and Marketing Expertise Led Consulting Customer Preference Analysis	Value Proposition Creation	Based on customer wants, needs and preferences create value propositions from the identified opportunities
Sales and Marketing Expertise Led Consulting	Marketing Event Creation	Design marketing campaigns and flyer promotions to execute the opportunities
Tactical Analytics Predictive Modeling	Marketing Event Targeting	Which customer or markets have a propensity to meet the identified business opportunity objectives?
Strategic Analytics Operations Research	Customer Management Plan Optimization	Across all possible events what is the combination of customer/market, offer, channel that delivers the maximum business result?

Continuous tracking of results will allow management to adjust the plan to meet business results



### **Client**

- A large Canadian grocery retailer

### **Goal**

- To build and operate a SKU level data warehouse and develop advanced analytics to evaluate the use of information and a loyalty currency for category management

### **Solution**

- We built and managed a data warehouse that contained SKU level transaction detail and was used as a pilot study for a test market for a new loyalty program launch

### **Results**

- We test marketed weekly product promotions and tracked results over a 15 month period and business increased by 11% and put three competitive locations out of business

### **Client**

- A major Canadian grocery retailer

### **Goals**

- Understand the profitability of customers/transactions who purchase private label products
- Identify opportunities to switch customers from well known national brands to private-label brands
- Cross-sell additional product categories
- De-list items that do not contribute to profitability

### **Results**

- \$25 million dollars of opportunity was discovered within a few key categories for 1 region with 20 stores
  - Sample findings:
    - Coffee switchers (buying Pride of Arabia and Folgers, why not PL)
      - Ideas: Display together, coupons on Pride of Arabia for try and buy PL), taste counter
    - Tide buyers and produce
      - Ideas: PL Detergent desk in the produce section with coupons
    - Cream Cheese and Deli Meat cross category
      - Ideas :Display together, flyer advertising,...
    - Items that appeared to be unprofitable were being purchased by the most profitable customers/transactions and were recommended to remain listed
-

### **Client**

- A major Canadian grocer

### **Goal**

- To define primary trade areas that the stores could use to target flyer distribution and target direct marketing

### **Solution**

- We performed a trade area analysis for over 150 locations

### **Results**

- 10% lift in marketing and advertising response rates compared to the old methodologies used
- The return on investment was over 300%

### **Client**

- A major Canadian retailer with a national loyalty program

### **Goal**

- To improve the marketing campaign results for a multi-CPG vendor direct mail campaign targeted to loyalty program customers

### **Solution**

- Utilized Makeplain advanced analytic methodology to
- conduct a basket analysis of the 20 products being marketed to develop four groupings of five products each that would get different creative and offers
- Develop four predictive models to target each of the product offers

### **Results**

- Makeplain's targeting methodology outperformed status quo methods by over 200%