

makeplain™

Loyalty Offerings

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return on intelligence™

- Loyalty Program Audit
- Loyalty Program Business Case
- Retention Optimizer
- Acquisition Optimizer
- Multi-Event Optimizer
- makeplain Tools

- Customer Need
 - Need an independent audit to define and quantify value of loyalty or marketing program to partners
 - Partner contract to be renewed or new partners acquired
- Value Proposition
 - 3rd party independent audit the performance of a loyalty or marketing promotional program versus best practices to make recommendations for improvement
- Deliverables
 - Outsourced measurement method and technology
 - Consulting report

- Customer Need
 - Customer wants to develop a feasibility study for launching a loyalty program (or participating in an existing program)
 - Customer wants to develop a program plan from research through to program launch
 - Value Proposition
 - Makeplain loyalty experts will conduct working session and interviews with your stakeholders and incorporate best practices to develop a business case and plan to launch loyalty
 - Deliverables
 - Development of several program design alternatives
 - Financial analysis of each program alternative
 - An executive recommendation and program plan to launch a loyalty initiative
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- Customer Need
 - Client has a customer retention problem (i.e. losing x% of customer per month)
- Value Proposition
 - Develop and execute direct marketing programs to reduce size of the problem
- Deliverables
 - Outsourced marketing database tailored for retention
 - Identification of customers at risk using advanced statistical analysis
 - Creation of value proposition and marketing programs to reduce attrition
 - Tracking and measurement of results

- Customer Need
 - Poor performing customer acquisition programs(i.e. cost to acquire new customer is X. Need to reduce the cost of acquisitions by y%.
- Value Proposition
 - Design better performing acquisition campaigns which reduce the cost of customer acquisition
- Deliverables
 - Outsourced marketing database tailored for acquisition
 - Identify acquisition prospects
 - Creation of value proposition and marketing programs to lower cost of acquisition
 - Tracking and measurement of results

- Customer Need
 - Need to improve customer spend or customer transaction size (e.g. increase average basket size by 1%)
 - Value Proposition
 - Develop and execute direct marketing programs to recommend cross-selling offers to interested customers
 - Deliverables
 - Outsourced marketing database tailored for cross-sell analysis
 - Identify cross-sell product opportunities and customer prospects using advanced statistical and data mining analysis
 - Creation of value proposition and marketing programs to increase revenues
 - Tracking and measurement of results
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- Customer Need
 - Customer executes 10's of million of direct marketing contact per year with multiple offers in market at any given time
 - Response rates to campaigns in decline
 - Core set of customers selected for most campaigns, resulting in customer "annoyance" and reduced response from your best customers
 - Value Proposition
 - Eliminate "saturative" contacts by designing a contact plan by selecting customer segments for campaigns reducing total number of contacts increasing overall marketing profitability
 - Deliverables
 - Outsourced marketing database tailored for optimization
 - Identify saturative contacts by customer segment
 - Design marketing contact plan by segment
 - Track and measure results
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- We use many methods to achieve our value proposition
 - Management consulting
 - Marketing strategy
 - “Advanced Data Mining” and “Spatial Analysis”
 - Direct Marketing services
 - Planning
 - Creative
 - Offer
 - Print
 - Execution