

Data Analysis: Using your data intelligently to get results

Processing and cleaning your data is the first step to building successful campaigns. Such maintenance provides you with the accurate records you need for sufficient data analysis to get the best results and tap into additional profit. That means asking the right questions about who your customers are, where they live and the factors that influence their buying behaviour.

Bringing extra intelligence to your data analysis

Alliance Data's analytics and modelling capabilities offer you a deeper understanding of your customers for more effective retention and acquisition strategies. When you know the identity of your highest value customers, you will know how to target others like them. Through analytics and modelling we can provide you with the in-depth analysis of your customer profile you require.

Alliance Data's analytics services include:

- **Data Audit – Exploration** – Understand the value of your current data to maximise your marketing operations.
- **Customer Lifetime Value and Recency Frequency Value (RFV/ RFM) Models** – Understand customer value to re-activate and grow customer relationships.
- **Profiling and Segmentation** – Analyse your customer and prospect pools to identify specific groups and characteristics.
- **Campaign Evaluation** – Improve your marketing insight and planning for optimum campaign response.

Get started with Data Analysis:

If you would like to learn more about our data analysis services, please call +61 2 9340 7019.

We're ready to get your data working harder for you.