

TEST & LEARN FOR CUSTOMERS™

Test & Learn for Customers™ is the most advanced application for measuring the impact of a mix of actions across channels and over time. The result is analysis that generates powerful insights which lead to specific profit-increasing action. Many retailers recognize the importance of conducting tests and analyzing customer data but lack the tools necessary to derive actionable information from their data. While typical direct marketing models only consider a single action (i.e. a catalog mailing) and measure a single response (i.e. customer buys or does not buy), Test & Learn for Customers™ identifies impacts across the entire customer relationship over time.

The APT Value Creation

Test & Learn for Customers™ offers a platform that brings information from the data warehouse to the analysts and, via integration with the APT Suite, allows retailers to generate holistic program views. With Test & Learn for Customers™, retailers are now able to address specific issues, such as:

How do I launch an effective loyalty program?

Many retailers have gathered customer data for a loyalty program but are unable to analyze the data to create a meaningful and effective program. With Test & Learn for Customers™, integrated customer, store, and geographic data allow retailers to assess response to a loyalty program by customer segment so they can better understand the relationship with a customer over time and how to continuously grow that relationship through targeted marketing offers, refined loyalty programs, etc.

How can I measure the impact of an initiative on a specific customer segment?

Test & Learn for Customers™ enables retailers to quantify the effectiveness of different initiatives, such as direct mail marketing campaigns and in-store media, and evaluate the response by

customer segment, thereby gaining a better understanding of how customers react differently by segment.

How does an action in one channel affect purchase activity in other channels?

Typically, each channel (i.e. web, catalog, in-store) implements separate programs without assessing how an action in one channel may affect response in the others. In contrast, the APT tool provides an integrated, cross-channel view of customer response and spending, so it is easy to assess how an action in one channel is affecting customer spending in the other channels.

How do I identify the types of customers mostly likely to attrite?

Losing customers to a competitor erodes millions of sales dollars each year. Test & Learn for Customers™ quantifies the value lost through attrition over time and identifies the types of customers most at risk. APT clients leverage this knowledge to focus increased attention on at-risk customers, and, in turn, improve customer retention over time.



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