

## Strategic Business Analysis

### *Overview*

The Targetbase Strategic Business Analysis (SBA) group is comprised of professionals who are skilled in Marketing Research, Data Mining or Business Intelligence.

This group discovers insight through the merging and manipulation of many kinds of data including behavioral data, attitudinal data and demographic data. The insights discovered by this group fuel the acquisition and retention strategies we recommend for our clients.

Specific areas of specialty include:

- **Segmentation & Profiling.** Involves the classification of customers/prospects into groups that share similar characteristics, making them eligible for the same type of communication strategy. Provides first-order guidance as to the WHO, WHAT, WHEN and WHY.
- **Touchpoint Optimization.** Involves an assessment of the various channels through which consumers are "touched" as a means for maximizing the effectiveness of each channel. Guides the WHERE.
- **Predictive Modeling.** Involves "scoring" consumers on their likelihood to respond or behave in a specific way. When applied to all consumers of a given segment, a predictive model gives us the ability to rank-order these consumers to refine our target and optimize financial success.
- **Promotion Planning & Measurement.** Involves a host of activities ranging from the evaluation of third-party lists, to the design-of-experiments and post communication measurement. Post communication measurement involves accounting for 1) financial success, and 2) readership.
- **Reporting & Ad-Hoc Analysis.** Involves responding to a myriad of ad-hoc requests for information satisfied through a suite of Business Intelligence tools including SAS, SPSS, BRIO, Business Objects and Affinium.