



eCommerce

## SOLUTION

# Boost the effectiveness of your campaigns

## How to forecast campaigns' response and perform *cloning* sales

eCommerce companies need to easily integrate large data sets that come from miscellaneous sources (web, transactions, campaigns...) for a 360° view of their customers.

Speed and reduce demand analysis cycles. Obtain a detailed profile of your customers' behavior in real time. Improve your customer retention and acquisition rates and spread your customers value and lifecycle.

- Calculating the probability to successfully make a contact through marketing campaigns.
- Identifying opportunities to clone sales.
- Early detection of best product to recommend and of cross selling opportunities.
- Customers churn prevention.
- Tracking of the path to purchase in real time.
- Agility in demand analysis.

## Business Solutions - eCommerce

### The Challenge: Increasing the effectiveness of marketing campaigns

- Calculating the probability to successfully make "a contact".
- More agility and accuracy in demand analysis cycles.
- Early identification of segments to perform *cloning* sales.
- Soon detection of cross selling opportunities.
- Churn prevention.

### The Solution: BIRT Analytics

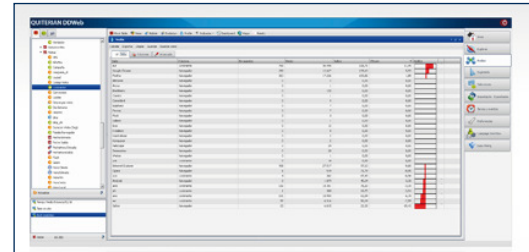
- Easy integration of large data sets from miscellaneous sources (web browsing, transactions, data bases, e-mailing campaigns...), for a 360° customers view.
- Cart path tracking in real time through Web Analytics and *Web Behavior Recorder* to get to know in detail the shopper's behavior and to speed demand analysis cycles.
- *Profile* draws an accurate profile of response through relevant variables to make iterative analysis easier, readjusting the profile of the sample of customers that shows better results.
- Advanced analytics to identify the best product to recommend to each customer and to put cross selling strategies into practice.
- Visual Data Mining to recognise segments for *cloning* sales, by defining samples and classifications of customers who are prone to shop, and spreading them through the universe of prospects.
- Attrition matrix and predictive analysis to anticipate customers' loss of value and their possible churn.

### Benefits of using BIRT Analytics

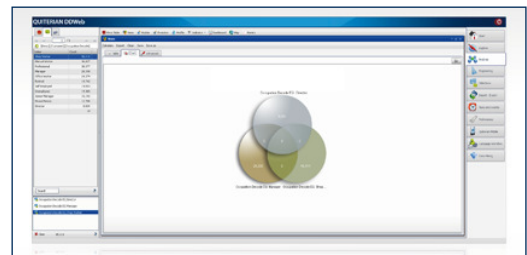
- Improvement of customer retention and acquisition rates
- More effectiveness in marketing campaigns
- Identifying cross selling opportunities
- Churn prevention
- Individualized analysis of web visits
- Early detection of cloning sales opportunities
- Iterative campaigns
- Integrated campaigns management
- Bigger ROI per campaign
- Spreading customer's value and lifecycle

#### Other Solutions for eCommerce

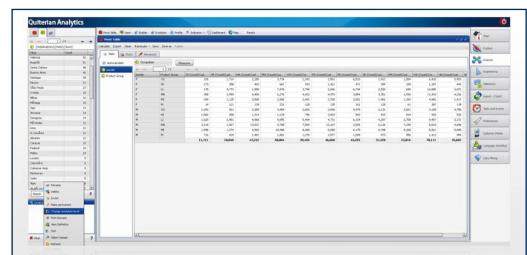
- eCommerce:
  - Integrating transactional data and campaigns
  - RFM analysis (recency, frequency, monetary value)
  - Identification of cross and up selling opportunities
  - Customers churn prediction
- Web Analytics:
  - Optimum web visits
  - Analysis of web user's behavior



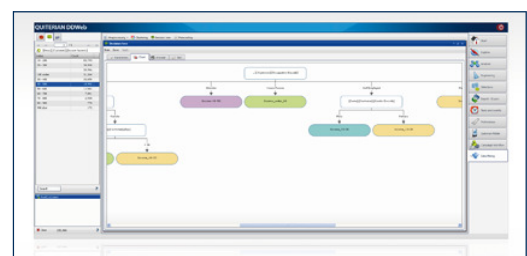
**Profile.** We take relevant variables to draw customer profiles.



**Venn Diagram.** We cross data referred to customers who have purchased in different periods and then, data referring to customers who have repeated their shopping, to find cross selling opportunities.



**Pivot Table.** Within a sales analysis, we see the purchasing probabilities and frequency, the average expenditure per customer, the activations,...



**Decision Tree.** Taking the segmented customers as a basis, we create samples and classifications of customers and extrapolate them to the whole customers and prospects universe to clone sales.

#### Marketing Solutions

- Customer 360° behaviour integrating digital and off line
- Identifying soon customer value loosing (LCV)
- Profile high value customers (Share Wallet)
- Predicting future customer demand
- Efficiency in multiwave campaigns
- Contact optimization
- Predicting the future customers demand