BUILDING

A MARKETING

MACHINE

ONE GEAR

AT A TIME

Targeting the right customer at the right time with the right offer is critical to driving more sales through loyalty programs and CRM. **ProRelevant's Precision Targeting & Amplification (PTA)** *combines propensity modeling with prescriptive analytics to help marketers determine which customers are the most likely to convert at the highest value. By analyzing past consumer behavior and key demographics, marketers can identify high-value customers and tailor rewards, offers, and communications that resonate with their customers' specific needs. This precision-targeted approach not only increases conversion rates but also deepens customer loyalty. ProRelevant's PTA helps to optimize marketing spend, improve customer retention, and drive long-term revenue growth by focusing marketing efforts on the most promising customer segments.*

Moving Forward

Prescriptive analytics built into PTA is the first step to helping marketers prioritize high value accounts with a high likelihood to convert. PTA matches limited resources with high value, high likelihood prospects to improve conversion rates.

PTA Predictive Analytics

Using predictive analytics to optimize loyalty and CRM marketing can go a long way to drive more sales. It prioritizes the accounts to be called on, but it doesn't provide the best mix of activities. If you're not using predictive analytics, this is exactly where to start. Our experience indicates that predictive analytics can improve sales by making sure the highest value most likely to buy prospects are at the top of the list. With improved data quality and data depth predictive analytics-based targeting can also improve.

PTA Prescriptive Analytics

Once predictive analytics are in place, additional improvements are possible with **ProRelevant's Precision Targeting & Amplification.** Prospect accounts are not only prioritized but high value marketing activities and other resources are optimally applied against these accounts to drive even more success for loyalty and CRM marketing.

ProRelevant Precision Targeting & Amplification provides:

• **Optimization**
• **Scenario Analysis**
• **Real-time Decision Support**

Our process to increased sales:

1. **Data Deep Dive –** What data is available and what data needs to be added?
    - Customer demographics and behavioral data
    - Marketing (and selling) activity data
    - The data improvement process never ends...
2. **Predictive Modeling –** Stackrank accounts by their likelihood to purchase at a high value
3. **Prescriptive Amplified Predictive Optimization and Recommendation Engine –** Determine which actions are optimal across all accounts

Why ProRelevant Precision Targeting & Amplification?

What should be done to convert the most sales at the highest value:

- **Optimization:** The right mix and balance of sales and marketing actions can be determined to identify the best course of action by weighing various factors such as sales capacity, cost, benefit and other constraints.

- **Scenario Analysis:** Prescriptive analytics allows sales and marketing to run "what-if" scenarios, to better align staffing levels, territories and focus.

- **Real-time Decision Support:** Prescriptive analytics operates in near real-time to support the sales team as they plan and change their sales schedules.

The advanced AI built into PTA provides a maximum of flexibility, allowing the sales team to execute in an informed way and drive competitive advantage – all based on actionable recommendations.

Why Choose ProRelevant?

- **AI Integration for Smarter Insights**
- **Fully Customized Solutions**
- **Over 100 Years Combined Expertise**

BUILDING MARKETING MACHINES
BY PROVIDING STRATEGIC AND
TACTICAL MARKETING ANALYTICS
AND CONSULTING FOR BRANDS
LOOKING TO GROW THEIR SALES

ProRelevant

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