

From Prospects to Profits

TARGUSinfo[®]

On-Demand Insight

Capture Customers at the Moment of Interaction with On-Demand Analytics

Marketers spend millions to generate a response from a customer, but then strike out at the most crucial point of the acquisition cycle—when the customer reaches out. Typically, only 40-60% of ad responders become customers. That translates to approximately 50% of high-value leads that are lost.

As budgets tighten and competition stiffens, marketers can no longer allow these hot leads to go cold. With a cutting-edge approach to analytics called on-demand scoring, marketers can make their dollars work harder and convert more hand raisers into customers *and profit*.

Seizing Opportunity at the Moment of Impact

On-demand scoring gives selling organizations deep insight into consumers previously unknown to them. While many companies have begun implementing lead-scoring strategies, most of them still haven't realized the advantages of scoring *on demand*—particularly in the business-to-consumer space.

Consider this: Companies invest considerable time and resources with consulting firms to analyze their customer base, but how can they apply that knowledge to unknown prospects? Moreover, how can they wield that knowledge when it is needed most...at the moment of converting a prospect to a customer?

Creating Relevance at Every Touchpoint

Through on-demand scoring, marketers can apply a wealth of actionable insight in a split second—in the call center, on the Web or at the point of sale. This on-demand approach to analytics allows them to:

- Instantly identify *high-value* prospects
- Prioritize leads for follow up or inquiry handing
- Verify, correct and enhance lead contact information
- Match prospects to the most appropriate sales rep or call-center agent

- Create more relevant experiences that convert interest into a sale
- Vary scripts and deliver spot-on cross-sell offers—*on the fly*
- Build a lead-management database to track results and optimize performance
- Personalize coupons and next-visit offers provided with purchase
- Capture name and address to populate a CRM database
- Customize follow-up and loyalty communications
- Locate customer households and define trade areas for local marketing

Increase Conversion Rates and Save Marketing Dollars

From finance to automotive to retail, companies and organizations across every industry are making their marketing dollars work harder through on-demand scoring.

Case-in-point: Liberty University. It purchases many of its best leads from partners that sell the same leads to its competitors. In order to be the first university to follow up with an eager learner, it needed the ability to *instantly recognize high-value* students—those most likely to stay enrolled through graduation. The non-profit university turned to on-demand scoring, building a lead-scoring program that allows it to personalize its treatment of leads *on the fly* and focus on the ones most likely to become long-term, profitable students.

The lead-scoring model instantly classifies tens of thousands of leads per month. The most promising leads are directed to enrollment counselors and less intense follow-up strategies are applied to the remaining leads. Furthermore, promising leads and enrollment counselors are matched based on the students' interests and the counselors' skills and experience.

Upon implementation, the university immediately started **converting four to five percent more high-quality student leads** and is now **saving more than \$150,000 a year** by focusing spending on *high-value* leads.

"Getting Up to Speed"

Ready to begin analyzing leads on demand? To ensure a successful transition, there are a few questions to consider:

- **What kind of scoring model will you build?** While generic industry scores are available, for ultimate predictive power, companies should seek a lead-scoring system specific to their business, audience and products.
- **What data should feed for your model?** Internal customer-history and transaction data is only part of the equation. By integrating third-party data, companies can develop a highly predictive set of scores that apply to customers and unknown prospects alike. Models should also verify leads, incorporating contact-information quality into scores.
- **How can you make scores available in real time?** The key to instant, improved decision making is delivering lead scores over a real-time network to each customer touchpoint, including the call center, the Web and point of sale.

On-demand scoring lets companies recognize the leads that are most valuable and pinpoint the offers most likely to close the deal. As a result, marketers will not only improve customer engagement, acquisition and retention, but also empower their companies to respond smarter and faster than the competition. ■

About TARGUSinfo

TARGUSinfo, the leading provider of On-Demand InsightSM, delivers the right knowledge at the right moment, enabling organizations to increase the quality of their services and effectiveness of their marketing. Through its On-Demand Scoring services, marketers can *instantly* identify their most valuable leads and apply insights that increase conversion.

For more information, call
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