

## OUR SERVICES

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**Financial Analysis** – Business case development, ROI and “what-if” models.

**Marketing Analysis** – Marketing Analysis - Customer and employee relationships (CRM), customer profiles and segmentation, lifetime value of a customer, market sizing and definition, marketing mix allocation, time series analysis, sales forecasting and tracking, determine price elasticities, price testing and strategy, markets and customer behavior, and perceptual mapping.

**Market Research** – Test design, sample size and definition, questionnaires and reporting, customer behavior, program evaluations, consumer studies, market sizing, product pricing and configuration.

**Database** – Analysis, design, and management: experience with millions of records, data mining, data quality, data conversion, and merge/purge/de-dupe.

**Statistical Modeling** – Maximize objective (i.e. response, sales, marketing mix). Cluster and factor analysis, predictive modeling, significance testing.

**Custom Software** – “Point-and-click” marketing and budgeting tools. Strategic decision making tools

**Creative** – Direct marketing creative strategy, copy, design, and consultation.

**Internet** – Strategic assessment of opportunities and improve performance.



**DATABASE  
ANALYSIS  
RESEARCH  
TARGETING**

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### *The Science of Precision Marketing*



**OUR MISSION** is to provide insightful and financially responsible marketing strategies, based on solid experience, and state of the art analytic techniques.

**OUR APPROACH** is data driven and our results are measurable. We will better define and target your most profitable customers, increase your response rates, and improve your marketing results.

**OUR EXPERIENCE** includes work with leading publishers, loyalty programs, subscription services, credit cards, and the largest direct mail new product launch ever.

**OUR GOAL** is to return multiples of your cost in increased sales and efficiency.

# CUSTOM SOLUTIONS FOR YOUR DISTINCT NEEDS

## DATABASE MARKETING

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Customer Relationship Management is at the core. Our methods follow...

## MARKETING ANALYSIS

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**Customer Profiles and Segmentation:** Identify actionable targets and improve creative by compare audience types (i.e. buyers vs. non-buyers, heavy users vs. light users) and product types by demographics, purchase, and payment history.

**Lifetime Value of a Customer:** Values can differ widely by customer segment and the channel by which they were booked.

**Time Series Analysis:** Pre and post event analysis. Show changes in response to solicitation methods by demographics.

**Sales Forecasting and Tracking:** Better match supply to demand. Measure regional brand strength, volatility, and seasonality.

**Price Elasticities, Testing & Strategy:** Identify which products and people to raise (and lower) prices to scientifically.

**Product Perceptual Mapping:** Illustrate how products correlate with each other for better brand positioning and pricing.

## FINANCIAL MODELING

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**Scope:** Projects range from a single mail campaign to a multi-year cash flow projection. Financial modeling brings together assumptions about the product, customers, budgets, and marketing effectiveness using historical data, market research and experience.

We will help you establish a base case and enable you to test marketing investment trade-offs, identify high leverage opportunities, find break-even points, measure performance against plan and test "what-ifs."

**GM Credit Card Example:** The model drove decision making for ten years, including decisions to:

- Discontinue the partner program
- Eliminate the gold card product
- Shift to a new tiered-rewards product

## MARKET RESEARCH

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**Scope:** Qualitative and quantitative research to profile, segment, test new covers and messages, broaden your understanding of potential subscribers, and leverage this information with advertisers.

**New Product or Service Research:** Test different prices and offers. Size and define market. Establish segmentation.

**Program Evaluations:** Measure program effectiveness and achieve higher sales rates.

**Behavioral Studies:** Determine best motivational factors for each target group.

## STATISTICAL MODELING

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**Maximize Objective:** Improve response rates for acquisitions and renewals, increase sales to target audiences, and optimize marketing mix.

**Target Models:** Identify brand preference, affinity points redeemers, likely program defectors, product switchers, market entry timing, and heavy users.

**Segmentation:** Identify audience types such as defectors, in market buyers, ethnic groups, military/college buyers, employees, owners/loyalty, competitors/conquest, and unique segmentation schemes.

## CREATIVE

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**Scope:** Direct marketing creative consultation, analysis, strategy, copy, design, comps and e-files. With proven expertise and a long track record of high response in all media: direct mail, print, catalogs, DRTV, radio, and the web.

## INTERNET

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**Is the Internet part of your strategy?** We'll provide a strategic assessment of your opportunities and current performance. Then we will identify and help you implement a strategy to make the most of your online opportunity.

## THE BOTTOM LINE

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**Apply the science of intelligent marketing.** Learn more about your customers and improve your bottom line.

Call Craig Tomarkin at **203.259.0676** or email [info@dartmarketing.net](mailto:info@dartmarketing.net).