

OUR SERVICES

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

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

MARKETING ANALYSIS

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

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

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

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

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

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

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.