



**AMERICAN SPIRIT
DATA SOLUTIONS**

Applied Intelligence. Marketing Results.

HEPS COMPLETE

An Automated Data-Driven Marketing Solution

INTRODUCTION

More than ever, it feels like data is being used all around us. Whether it's driving recommendation engines on retail websites like Amazon, matching compatible singles on dating websites, or helping professional sports teams make smart personnel decisions, data is everywhere. And there is a ton of it.

Nowhere is this more evident than in the world of marketing. For marketing professionals who are seeking an advantage, data is the closest thing they'll get to a crystal ball. Properly leveraged data is the key to successful marketing programs, and American Spirit Data Solutions is the ideal partner for delivering expert insights, unique applications, and measurable results.

The problem with data is that there is so much of it, and most marketers don't know where to begin or how to maximize existing data or available third-party data. That is where HEPS Complete brings value. HEPS Complete is a simple yet sophisticated system that analyzes data across multiple channels, finds hidden connections that predict behavior (e.g., likelihood to respond, media preference), and uniquely tracks future activity with the goal of delivering measurable returns on marketing investments.

To fully understand HEPS Complete, it is important to appreciate the name itself AND the ways by which the system is started. First, "HEPS" is an acronym that stands for **Hygiene, Enrichment, Profiling, and Segmentation**. The term "Complete" represents the final solution phase where we analyze the results of our efforts and apply the findings in a way that predict incremental lift and gain during subsequent marketing efforts. Because HEPS Complete is a solution that is dependent on data, it is important to note that our system is capable of using data supplied by the customer (e.g., response data, transactional data) or third-party, syndicated data that embodies the characteristics of the target audiences. With this flexibility in source data, we are able to assist our clients down the path of big data with minimal effort and more clarity than ever before.

Once source data is identified and ready to go, HEPS Complete will unfold in the following stages:

Hygiene

Assuming the client supplies customer data; we will standardize the data and make necessary corrections. This cleansing is critical in ensuring clean data for the subsequent stages. If the client chooses not to supply customer data, this step is unnecessary because our third-party, syndicated data already conforms to the tightest USPS standards.

Profiling

With all sorts of data points to examine, our analysts like to create a snapshot of the data that highlights a variety of statistical relevancies. This snapshot, combined with a proprietary interpretation process, leads us to the final stage...segmentation.

Enrichment

This is the stage where the source data is overlaid with hundreds of demographic, psychographic, and geographic attributes. Once the source data is properly enriched, our computer sciences department can begin the analytical stages.

Segmentation

This is where we group a client's audience into clusters/personas based upon the now known demographic and personality traits. Each segment is then encouraged to receive a different communication that is tailored to their personality and household profile.

Following the segmentation stage, our clients are encouraged to run a diverse marketing program that follows the rules defined within each cluster/persona (e.g., marketing tone, channel preference, format). With said marketing programs, it is highly recommended that trackable response mechanisms be incorporated to measure ROMI and establish a “control” metric that all future efforts will be measured against. Preferred response mechanisms for gaining performance optics include:

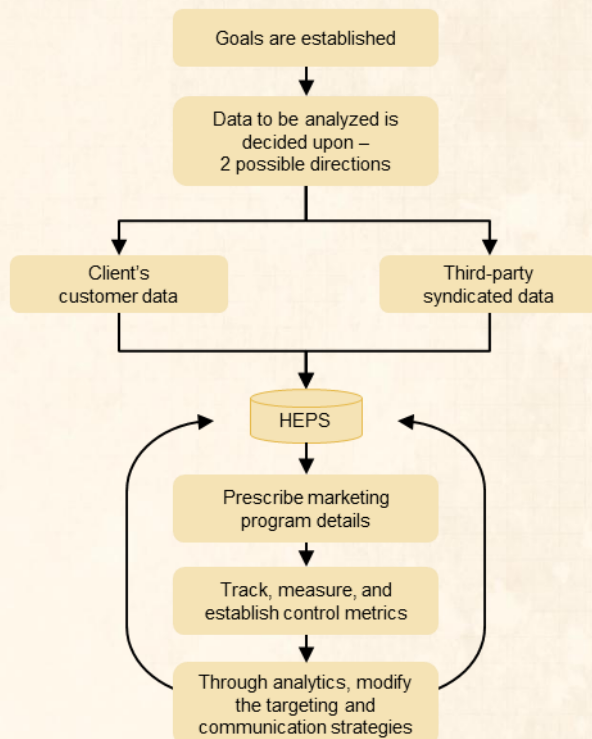
- Insite RealTime™
- Dedicated 800 numbers
- Offer codes
- Business reply cards/envelopes
- PURLs

Once the performance data is captured and aggregated, our team of analysts will mine the information with the goal of identifying areas for improvement. Through dynamic application of the findings, our programs will be poised to drive incremental lift & gain. Our ultimate goal is to continually outperform the control groups, which leads to great returns on marketing investments for our clients.

Insite RealTime™

A great tool for measuring responses across all channels. In addition to effective response measurement, it is a fantastic tool for delivering greater consumer personalization, which, if done properly, leads to greater conversion rates. Finally, because Insite RealTime is a solution that removes anonymity from consumers visiting websites, it is a great tool for gathering the names and addresses of hot prospects who are actively looking at a product or service online. A variety of strategic “re-engagement” programs can be launched as a result of having this attribution data from site visitors in-hand.

HEPS COMPLETE PROCESS



In summary, HEPS Complete is an easy-to-implement yet sophisticated multichannel program that is built to constantly evolve and deliver measurable results. The top traits of HEPS Complete include:

- Simple
- Data-Driven/Fact-Guided
- Leverages smart segmentation
- Actionable
- Trackable
- Measurable
- Designed to dynamically interpret and react
- Repeatable
- Scalable