

Data Mining to Improve Email Marketing

In order to optimize the results of your email marketing and reach optimal engagement with your customers, you must consciously collect and use your data. We provide clients with powerful data mining capabilities through segmentation and custom queries that run against customer data. Email provides instant access to all sorts of data and you can use these insights to create messages that are highly targeted and personally relevant.

Increase the lifetime value of your customers through predictive behavioral analytics

Our **Predictive Behavioral Analytics** provides real-time analysis you can use to predict and prompt purchases. Email campaigns can be integrated with our automated Product Recommender for cross and upsell opportunities. And our metrics go beyond open and click rates to measure recency, frequency, and monetary value so you not only know who is reading your emails, but who is converting, how often, and at what value. These metrics allow you to streamline your sends for the highest campaign ROI possible.

Data Mining Capabilities:

- Predictive Behavioral Targeting analyzes customer purchase history, cadence, clickstream and email engagement to identify future opportunities
- Product Recommender leverages our data warehouse to intelligently recommend products based on behavioral analytics and dynamically populates emails for cross and upsell opportunities
- RFM metrics are monitored and campaigns are created according to customers individualized needs, then continually optimized based on new RFM metrics
- Integration with Omniture and Google Analytics provides clickstream and conversion data

About Listrak

Listrak is an email marketing firm providing the solutions, software, and services to optimize the value of email. Listrak works with clients to develop engaging email marketing to deliver the extra percent in effectiveness and ROI.