



**Jones Group Consulting** has special expertise in showing clients what to do with their data (both offline and online data) in order to market smarter.

Our beliefs focus on data as the foundation for customer intelligence; and, customer intelligence as the foundation for leading edge sales and marketing strategies. We play a leadership role in developing ways to combine both on line and off line data for competitive strategies.

Our core team is made up of **Database Marketing strategists and statisticians**. Our statisticians have 20+ years in direct marketing applications for predictive modeling development with equal strengths in Business to Consumer and Business to Business, which is rare in the industry.

This team performs Data Discovery assignments that result in Advanced Analytic Plans detailing how to use your data to provide intelligence for – primarily, customer segmentation strategies, retention strategies, cross sell strategies, up sell strategies and Win back strategies.



### **I. Database Marketing Strategic Consulting:**

- Create strategic guidelines for CRM as a marketing strategy
- Incorporate customer centric marketing into product marketing; mass marketing (synergy)
- Drive customers (Business to Consumer; Business to Business) to retail
- Develop customer centric strategies for loyalty clubs
- Evaluate current direct marketing programs to enhance with Best Practices (Strategic Plan with Tactics)
- Teaching clients how to 'engage' using Database Marketing Best Practices (treating groups of like segments differently) to maximize the customer relationship/ROI
- Make use of multi-channel strategies (Multi-channel strategic plan w/Tactics)
- Optimize digital channels (eCRM) for better ROI

#### **Benefits**

- Understand and learn how to apply insights from your data
- Optimal targeting based on your specific goals
- Personalize direct mail to like groups for maximum ROI
- Increasing revenue through multi channel strategies/tactics
- Maximizing the customer relationship
- Identification of your most valuable customers, so you can market to keep them
- Lifts in sales or response from 15% to 35% by focusing on retention and cross sell/up sell
- Improve ROI by testing and validating in advance (Closed Loop = Continual Learning)



## **II. Customized, Advanced Analytic Services include:**

- RFM analysis/segmentation
- Predictive modeling (multivariate regression/logistic regression) for advanced customer segmentation
- Market basket analysis/product affinity analysis
- Profiling of customer segments for messaging/offer testing
- Loyalty club membership analysis
- Customer retention tracking set up
- Direct marketing test cell design and ROI.

### **Most common predictions:**

- 1) We predict which customers are most likely to come back; who's not
- 2) We predict which customer is going to have the highest average order in the next 12 months.
- 3) We predict which customer is going to buy which product next.
- 4) We predict which customer is going to renew their membership and who is not.

### **Benefits**

- Since who and how you target represents approximately 65% of the leverage in improving response/revenue, by applying advanced analytic techniques as the basis for customer segmentation can result in 15 -35% increases in revenue/response, on average.
- Applying customized, advanced analytics (predictive modeling) gives you an edge on your competition.

### **Client Experience**

## **Database Marketing Consulting and Advanced Analytics for:**

- IntegerUSA ( Non Profit Donor Giving/DM Fundraising)
- Bayer Crop Science
- Bayer Environmental Science
- Cadbury Schweppes
- Hills Pet Nutrition
- Colgate
- Interline Brands Catalog
- J Jill Catalog
- Roadway Transportation
- DIRECTV
- MCI
- AT&T
- Volvo
- Ford Motor Co.
- GM Card/ OnStar
- Frigidaire - 5 Brands White Appliances
- Toshiba Laptops
- Maxtor...to name a few.

## **Strategic Alliance Partners**

**III.** We maintain a partnership with a **Marketing Database company** for clients who need to build and maintain a CRM marketing database for customer transaction data and/or an eCRM marketing database with website log in/registration data, web analytic tracking data, coupon redemption data and miscellaneous online data.

## **Jones Group Data Management Consulting:**

- Create Data Management strategies based on what data is needed to drive strategies
- Evaluate current state of data, preparing Roadmap to CRM
- Oversee/manage customer-centric uses of current data in a marketing database (working with your existing vendor)
- And/or guide the client through the development and maintenance of CRM (offline data) and/or an eCRM marketing database (online data).
- Data Integration: Combining data from Web engagement, email performance, survey registration, coupon redemption, POS data for closed-loop marketing
- Recommendations for data capture (get/give strategies) at multiple touch-points

## **Benefits**

- Helping clients find database solutions
- Managing vendors
- Developing strategies for using, building, maximizing a marketing database

## Strategic Alliance Partners

**IV.** In addition, Jones Group Consulting maintains an alliance partnership with an **Email Marketing strategic and creative agency** for clients needing creative and process guidance with eNewsletters, email marketing and eCRM creative.

### Jones Group eCRM Consulting:

- Cutting edge data strategies of combining Web engagement data; email performance data; survey registration data; coupon redemption; POS data for Closed Loop marketing and continual learning. **(Combining Database Marketing Best Practices for CRM/eCRM with Web Analytics)**
- Personalization at Customer Touch Points: Apply Predictive Model scores, by customer, creating business rules for personalized marketing upon customer Log in (Web site; landing pages)
- Creating segmentation schemes to drive custom content for email marketing and enewsletters.
- Applying the right advanced analytic methods for digital brand/marketing goals:
  - Increase brand dialogue within segments
  - Increase intent to purchase within segments
  - Tie sales/revenue to consumption; demonstrate ROI
  - Build awareness of new products to high value contacts
  - Incent trials and coupon redemptions from best opportunity customers

### Benefits

- Engaging the right kinds of customers
- Building social media and/or communities with your most valued customers
- Maximizing the customer relationship by strategically connecting the offline and online customer experiences (multi channel )
- Increasing retention rates by adding email marketing/enewsletters to the media mix.

### Getting Started

1. Jones Group consulting works on a monthly retainer and/or on a project by project basis.
2. Clients traditionally start by engaging us for a business objective/solution session involving how to become more customer-centric; or, how to use their data; or, how to improve an existing direct marketing program. And, discussions regarding a client's 'wish list' for becoming more customer-centric and learning how to engage their customers to build relationships through multi-channel strategies, with the right customers, to enhance their marketing approach.

This session includes a detailed document, or Roadmap, recommending solutions to business problems discussed. (Approx. \$5,000) *NOTE: Travel expenses are OOP and reimbursed by the client, with airfare booked by the client to take advantage of client travel agent relationships and discounts.*

3. Followed by a Data Discovery session which includes reviewing all current offline and/or online data stored and creating a detailed Advanced Analytic Plan that recommends what kinds of analysis could be done with the client data to derive new customer intelligence that will drive new customer relationship strategies. (Approx. \$5,000)
4. At this phase the client usually engages the Jones Group consulting team either on a per project basis or monthly retainer to accomplish a specific goal or set of goals.

**For More Information, Contact:**

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