

Coding Suite *Uncover insights for pinpoint personalization, measurement and productivity*

Coding and scoring your data into accurate demography, geography, purchase history, life stage, modeled scores and other categories can drive dramatic improvements in response and efficiencies. Not only can you add more relevancy to personalized messages and targeted offers, but you can also more accurately test promotions, track responses and improve efficiency by combining multiple pieces into one mailstream.

The power of coding

The better you know your customers and can apply your knowledge to messaging, the more likely you are to capture their interest, generate response and build lasting relationships. Further versioning also allows you to test the efficacy of different promotions or response methods, so you have solid information on which to base future marketing programs. Plus, by mailing multiple book types in one mailstream, you have the potential for postage savings.

Coding possibilities

QuadData Solutions can code and score data in your file based on virtually any criteria you choose. The most common elements include:

- Age
- Geographic region
- Family makeup
- Income
- Purchase history
- Gender
- Business
- Interests
- Modeled scores/analytics

Where codes become personal

It can be surprising how something as seemingly simple as including a person's name on a piece can impact response. The impact becomes even greater when you can tailor your message or offer based on past purchases, demographics and interests. For instance, our Coding Suite gives you the ability to:

- Add messaging to cover wraps to highlight personal interests or hobbies
- Change editorial content based upon reader's interest or purchase history
- Ink-jet maps showing the nearest store based upon the recipient's location
- Insert ads relative to geographic location
- Personalize order forms based on previous purchases
- Point out products that complement past purchases to promote additional purchases
- Drive customers to your Web site to further facilitate orders and accurate data capture

Track response with key codes

Tracking response is critical to measuring the success of any marketing program. Append a key code to your mailpiece, catalog or order form to ensure you capture where each response is coming from and then use that information to continually improve your programs.

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We'd like to tell you more

At QuadData Solutions, we offer comprehensive data-driven marketing capabilities that can be tailored precisely to your needs. For details, please contact us today.

Print applications

Personalized messaging can be applied through ink-jet or laser imaging, and in a variety of font sizes, colors and positions within printable areas. Choose from a broad range of placements where your message is most likely to be seen, noticed and acted upon. For example:

- Cover
- Cover wrap
- Signature or book form
- Insert or insert
- Blow-in or bind-in card
- Order form



Coding and scoring of your mail file can be applied to personalized messaging, mapping, keycoding and tracking of each piece.

Recency-Frequency-Monetary (RFM) Analysis and Scoring

RFM analysis uses your customer's purchase history information to statistically divide it into meaningful marketing groups based on how recently they purchased, how frequently they purchase and the total dollar amount they've spent with you. Using RFM, customers will be scored on each item and placed into a quintile level (1-5) based on how they rank versus your other customers. For example, those with a score of 5 on recency, 5 on frequency and 5 on monetary are your best customers and will potentially have a much different contact strategy than other customers.

This analysis is very useful for creating different contact strategies for groups of customers that have different value to your company. Once the analysis is complete, QDS can score your database to simplify future selections based on the results.

RFM 1 to 6 Months Ago

REGENCY	MONETARY	FREQUENCY									
		1		2 to 3		4 to 6		7 to 60		All	
		Cnt	Pct	Cnt	Pct	Cnt	Pct	Cnt	Pct	Cnt	Pct
1 to 3	<\$26	564	0.15%	3	0.00%	0	0.00%	0	0.00%	567	0.15%
	\$26-50	2,932	0.79%	52	0.01%	0	0.00%	0	0.00%	2,984	0.81%
	\$51-75	2,309	0.62%	276	0.07%	0	0.00%	0	0.00%	2,585	0.70%
	\$76-100	1,766	0.48%	535	0.14%	5	0.00%	0	0.00%	2,306	0.62%
	\$101-125	1,069	0.29%	646	0.17%	24	0.01%	0	0.00%	1,739	0.47%
	\$126-150	1,104	0.30%	629	0.17%	45	0.01%	0	0.00%	1,778	0.48%
	\$151-200	1,062	0.29%	1,266	0.34%	209	0.06%	2	0.00%	2,539	0.69%
	\$201-250	533	0.14%	961	0.26%	262	0.07%	1	0.00%	1,757	0.47%
	\$251-300	315	0.09%	671	0.18%	312	0.08%	18	0.00%	1,316	0.36%
	\$301-350	192	0.05%	506	0.14%	337	0.09%	43	0.01%	1,078	0.29%
	\$351-400	105	0.03%	319	0.09%	281	0.08%	47	0.01%	752	0.20%
	\$401-500	112	0.03%	384	0.10%	430	0.12%	106	0.03%	1,032	0.28%
	\$501+	73	0.02%	406	0.11%	869	0.23%	938	0.25%	2,286	0.62%
1 to 3 Total		12,136	3.28%	6,654	1.80%	2,774	0.75%	1,155	0.31%	22,719	6.13%
4 to 6	<\$26	384	0.10%	1	0.00%	0	0.00%	0	0.00%	385	0.10%
	\$26-50	1,531	0.41%	74	0.02%	0	0.00%	0	0.00%	1,605	0.43%
	\$51-75	988	0.27%	375	0.10%	3	0.00%	0	0.00%	1,366	0.37%
	\$76-100	656	0.18%	642	0.17%	6	0.00%	0	0.00%	1,304	0.35%
	\$101-125	382	0.10%	806	0.22%	17	0.00%	0	0.00%	1,205	0.33%
	\$126-150	279	0.08%	820	0.22%	59	0.02%	0	0.00%	1,158	0.31%
	\$151-200	297	0.08%	1,306	0.35%	222	0.06%	1	0.00%	1,826	0.49%
	\$201-250	111	0.03%	1,020	0.28%	301	0.08%	10	0.00%	1,442	0.39%
	\$251-300	68	0.02%	674	0.18%	327	0.09%	18	0.00%	1,087	0.29%
	\$301-350	39	0.01%	438	0.12%	300	0.08%	22	0.01%	799	0.22%
	\$351-400	14	0.00%	340	0.09%	289	0.08%	39	0.01%	682	0.18%
	\$401-500	5	0.00%	331	0.09%	429	0.12%	98	0.03%	863	0.23%
	\$501+	11	0.00%	337	0.09%	770	0.21%	673	0.18%	1,791	0.48%
4 to 6 Total		4,765	1.29%	7,164	1.93%	2,723	0.74%	861	0.23%	15,513	4.19%