

Customer Insight & Predictive Analytics Solutions for Retailers

Are you achieving maximum benefits from customer insight & predictive analytics?

A slow economy is the best time to leverage customer insight & predictive analytics.

Customer insight & predictive analytics provides a powerful means for protection of revenues and margins by enabling more productive decisions in the marketing, selling, store operations, merchandizing, and rewards / loyalty program areas.

C-Metrix customer insight & analytics solutions have yielded the following results for retailers:

- Increased store traffic up to 10%
- Improved sales per visit up to 6%
- Decreased merchandizing costs up to 4%
- Increased top line revenue up to 8%
- Improved bottom line up to 4% of sales
- Increased rewards/loyalty program membership 24%
- Sales from program members increased 15%
- Reduced program expenses 29%

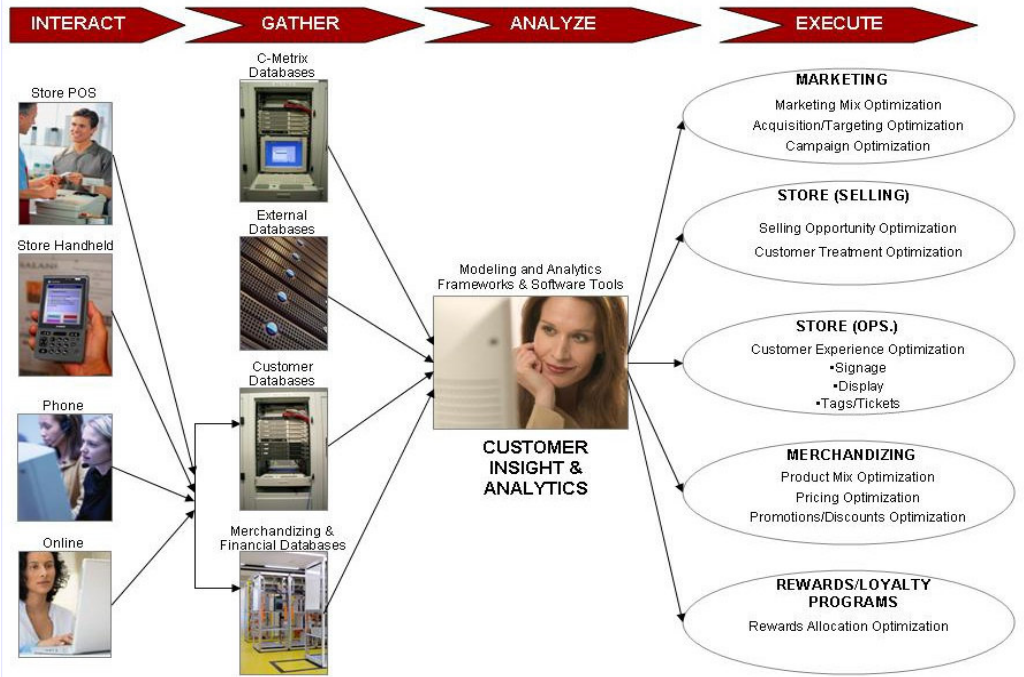
Overview of C-Metrix Framework for Customer Insight & Analytics

C-Metrix' customer insight & predictive analytics framework utilizes customer data along with product and financial data to enable retailers to make more accurate and precise business decisions via segmentation and predictive analytics.

Customer data is compiled from various internal sources including customer interaction & transaction, credit & billing as well as C-Metrix proprietary and external consumer databases.

Customer, product, and financial data are analyzed and modeled using a variety of methods and techniques from statistics, econometrics, neural networks, and other decision sciences.

The analytic procedures and models are automated using standard or custom built software tools that can be deployed on a number of platforms.



Sample of C-Metrix Customer Insight & Analytics Solutions

- Customer Segmentation
- Response Analysis
- Event Performance Analysis
- Market Basket (Affinity) Analysis
- Cross Shopping Analysis
- Customer Profitability Analysis
- Customer Lifetime Value Analysis
- Customer Inherent Loyalty Analysis
- Customer Retention/Attrition Analysis
- Rewards / Loyalty Program Analysis
- Customer Satisfaction & Feedback Analysis
- Brand Loyalty Analysis

C-Metrix Methodologies & Techniques for Customer Insight & Analytics

We apply the most effective methodologies and techniques from a variety of decision sciences to analyze and model customer profile, attitudinal, behavioral and transaction data to gain actionable insights on them, make predictions about their future behavior and recommend the best action path for the retailer. Some of the methodologies and techniques we employ are:

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|------------------------------|--------------------------|-----------------------|
| Cluster Analysis | Factor Analysis | Conjoint Analysis |
| Multidimensional Scaling | Perceptual Mapping | Discriminant Analysis |
| Principal Component Analysis | Regression Analysis | ANOVA Analysis |
| CART Analysis | Discrete Choice Analysis | Neural Networks |

C-Metrix Data Proficiencies and Unique, Proprietary Data Assets

We have deep expertise in customer data and extensive knowledge of data sources for retailers, both internal and external. In addition, C-Metrix has databases containing unique data on shoppers including socio-economic-demographic profiles, attitudes, and behaviors compiled from primary and secondary research over the last dozen years. These data combined with data from the retailer's internal databases as well as external sources provides the foundation for unmatched results from customer insight & predictive analytics solutions.

To find out more about C-Metrix customer insight & predictive analytics solutions and how they can be applied to protect and grow your revenues and margins in this slow economy, please contact us.

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