

CUSTOM ANALYTICS



WE ARE THE AMERICAN CONSUMER.
USE SCARBOROUGH TO DECIPHER OUR COMPLEXITIES.



Turn Your Customer Data into Profit

ALL MARKETERS ARE STRIVING TO ATTRACT AND RETAIN PROFITABLE CUSTOMERS AND TO DO SO more efficiently and cost-effectively. Success in these endeavors leads to greater market share and increased profitability. Recent advances in computing power and data mining have led to new and more powerful approaches to organizing and analyzing data about prospects and customers. Despite these innovations, it often feels like there is a lot more data but little more knowledge than before. Scarborough can help.

Scarborough's Custom Analytics team unlocks the combined power of market research and your customer data. By marrying our in-depth database of American consumer information to your own customer data, Scarborough helps you to achieve greater precision in identifying profitable customers, attracting them, retaining them, crafting media and marketing strategies to target them, and even tailoring product development to suit their lifestyles. The integration of market and customer information offers you the ability to examine in-depth data on the shopping, media and lifestyle patterns of your consumers on a more personalized and granular level.

Scarborough's Custom Analytics team works with you to put customer insights at your fingertips with a suite of services to address your marketing challenges and create innovative strategies.

DEVELOP A 360° VIEW OF YOUR CUSTOMERS

The Custom Analytics team works to put customer insights at your fingertips with a suite of customized services including:

- Segmentation
- Database Integration
- Media Planning & Analysis
- Strategic Consulting
- Predictive Target Modeling
- Custom Reporting
- Custom Re-Contact Research Against Scarborough's Annual Pool of 220,000 Respondents

TURN DATA INTO ACTIONABLE INSIGHTS

After working with the Scarborough Analytics team, you will have an enhanced database to help you strategize and economize your marketing plans, maintain and acquire more customers, boost sales, extend your market share and expand your brand's reach. Let Scarborough's Custom Analytics group demonstrate how to get the most out of your own information and ours.

BENEFITS

- Make CRM programs more profitable
- Increase marketing ROI
- Further your brand

- Acquire new customers
- Tailor product development
- Drive sales
- Boost brand loyalty
- Increase market penetration

SAM'S SPORTING GOODS INCREASES SALES

The Scarborough Custom Analytics team helps Sam's Sporting Goods develop marketing strategies that increase sales with store-branded credit cards.

- Create targeted customer appeals with the new insights.
- Use the insights to plan sponsorships and media campaigns.
- Enhance direct marketing, in-store displays and couponing strategies.

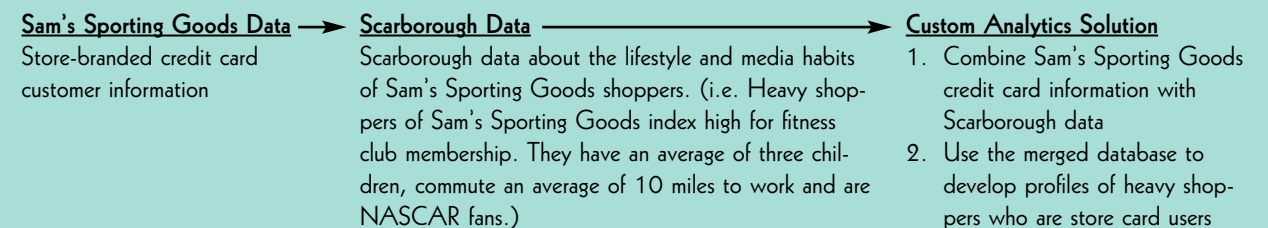


"I saw a billboard for the store during my commute to work."



"My gym offered me a free store-sponsored exercise class."

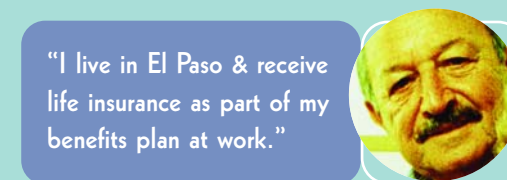
Sam's Sporting Goods needs to increase the penetration of their branded credit card among their heaviest shoppers, ultimately increasing store-branded sales.



INDEPENDENT INSURER CREATES MORE EFFECTIVE MULTICULTURAL PROGRAMS

Independent Insurer taps into the Scarborough Custom Analytics group to increase sales among Hispanic consumers.

- Analyze the best local market advertising outlets to most efficiently place media.
- Identify and forge efficient and effective marketing partnerships.

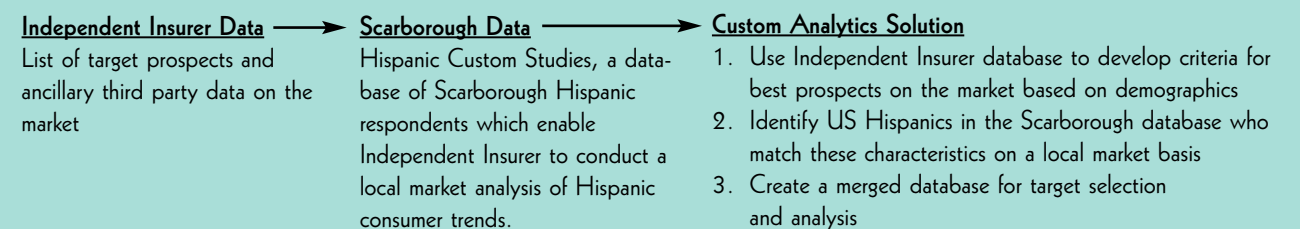


"I live in El Paso & receive life insurance as part of my benefits plan at work."



"I decided to purchase life insurance as part of my home owner's plan."

Independent Insurer wants to increase sales of life insurance policies to Hispanics.





TRI-STATE WIRELESS INCREASES MARKETING ROI THROUGH MARKET SEGMENTATION

The Scarborough Custom Analytics team increases marketing efficiency for Tri-State Wireless.

- Identify potential customers who are loyal, high spenders, and relatively price insensitive.
- Refocus marketing dollars toward this target.
- Increase revenue and decrease customer turnover.strategies.

"I am buying prepaid long distance for my daughter so she can call home from college."



"My family and I live in Miami and are looking into switching our cell phone carrier."

Tri-State Wireless wants to develop a marketing plan to build its cellular service business based on price insensitive segments of the marketplace.

Tri-State Wireless Data

List of all potential customers in coverage area

Scarborough Data

Scarborough USA+, the company's national database of lifestyle, media and shopping patterns of American consumers

Custom Analytics Solution

1. Identify cell phone customers in the Scarborough USA+ database
2. Conduct a re-contact survey administering a battery of usage, brand specific and psychographic questions to identify customer drivers
3. Develop a segmentation based on this re-contact study, identifying one or more segments that are heavy spenders who are price insensitive
4. Classify all 220,000 Scarborough respondents into segmentation scheme
5. Perform name/address match of persons in the wireless company's coverage area with Scarborough respondents (including segmentation classification in the Scarborough records)
6. Use a statistical technique to project Scarborough responses onto the entire coverage area customer list



Local. Regional. National.

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SOLUTIONS FOR ALL INDUSTRIES MARKETING TO THE AMERICAN CONSUMER

From retail and finance to packaged goods and technology, the Scarborough Custom Analytics team offers solutions that impact customer acquisition and retention.

BROADEN YOUR CUSTOMER INTELLIGENCE

Custom Analytics can show your customers from a 360° perspective. Contact us for more information at: info@scarborough.com