

Target2Profit™

Retain and Deepen Customer Relationships



Target2Profit™ is a proprietary tool to MarketMatch and is a unique software which identifies product propensity and customer attrition risk.

Target2Profit™ can be used in addition to or as an alternative to MCIF capabilities. Target2Profit can predict which customers/potential customers will want to buy which products and **who is likely to close the products they currently own** (or drain balances out of them). In short, it is an ideal tool to help reduce attrition and increase products per household.

The Target2Profit™ Model

In developing these models, **millions** of account-level records were pooled from several participating institutions. The households containing these accounts were tracked over a number of months so that changes in their account holdings and behaviors could be documented.

Static records can only tell you so much. The key to this tool is in analyzing data over a period of time. That way we can pinpoint not only 'what the customer did,' but also 'what were the particular household characteristics prior to these account changes'.

- *Easily Calculate an Accurate ROI, Identify Attrition Risk and Reduce Attrition*
- *Increase Cross-Sell and Deepen Relationships*
- *Create targeted Marketing Plans based on next most likely product data*
- *Concentrate your Marketing Efforts with Targeted Plans*

How was this software developed?

Target2Profit Software Development

1. **House holding:** Millions of account-level records were aggregated to the household level using a proprietary algorithm.
2. **Actions over time:** Additional data snapshots were merged in from multiple time frames so that household behavior could be tracked over time.
3. **Three groups:** Unique comparative analytics were employed to contrast the behavior of totally free checking households from single-service HHs and multi-service HHs.
4. **Behaviors compared:** The learning from the contrasted behavior profiles was used to determine what statistical methods to employ for each of the segments.
5. **Correlations:** Behaviors were analyzed using the optimal method by segment to uncover the correlations between customer characteristics and subsequent behaviors.
6. **Behaviors forecasted:** The ability to forecast the behaviors in question were validated and the forecasting or predictive algorithms documented and coded.



Give us a call...937.832.7894 and see how Target2Profit™ can work for you.

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