

# CYCLONE™



analytics + imagination = results

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“By instinctive first and analytic afterward.” – Brian May, Lead Guitarist, *Queen*

As in music, business success is also based on this principle. Achievement comes from the expert application of both. Instinct will tell you what people want to hear. Analytics will tell you *exactly* who will listen.

Data mining, segmentation, market prioritization, and predictive modeling. These are the cornerstone analytics tools that measurably grow your business. At AIR Marketing, analytics drives everything we do. In fact, it's in our DNA: ***Analytics + Imagination = Results.***

## WHAT IS ANALYTICS

Simply put, analytics helps you identify exactly who to target for acquisition of new customers, how to retain them, and what/when to up-sell and cross-sell. In other words...how to best Get, Keep, and Grow customers.

Imagine if you could identify your best expansion markets, spot your customers with highest potential, discover customers at risk to competition, and know what media, messaging, images and offers to use in your next marketing initiative. Imagine if you could do this and deliver dramatically higher ROI.



## WHAT IS CYCLONE

Named to reflect the *cycling* and *cloning* of your customers, Cyclone is AIR Marketing's suite of powerful analytics and marketing automation tools that will help you get, keep, and grow customers. The absolute latest in sophisticated mapping, demographic and psychographic profiling technology is employed to create a model of your current and potential customer base, show where they are located, down to the very neighborhood block on which they live or work, anywhere in the United States.



## THE POWER OF CYCLONE

Upon integrating your marketing data with Cyclone, you gain the ability to drive all your database marketing initiatives and track their effectiveness. Cyclone's intuitive user interface enables marketers to drag and drop any customer attributes to quickly and easily accomplish previously time consuming and difficult tasks. Profile customers. Create segments. Select targets. Build lists of high value customers or high potential prospects. Contact repeat buyers. Schedule automated campaigns. Track results. Generate reports, charts, graphs, and maps. All this functionality is delivered for a fraction of the cost of other marketing systems.

## WHAT CAN CYCLONE DO

### SEGMENTATION

What does your customer look like? You know they're interested in your business, but what about their value and loyalty? What is their life-stage, lifestyle, and do in their leisure time? What do they read, listen to, and watch on TV? Segmentation tells you all this and more. Leveraging your transaction data with Cyclone's integrated demographic and lifestyle data, Cyclone can be used to develop a detailed, multidimensional model that shows who is most likely to purchase, become a repeat buyer, or defect to competitors.

This revealing snapshot will not only identify opportunities, but also uncover potential threats and help you allocate scarce marketing resources.

### MARKET PRIORITIZATION

Everyone wants to be in the place of most potential. Market prioritization enables you to successfully do just that. By tapping into your customer transaction and demographic/lifestyle data, Cyclone develops a segmentation profile and maps your clientele, based on market potential. New markets are then identified that show a high level of potential customers with characteristics matching your optimum client profile.

This will help you target specific areas with proven high receptivity, identify geographies that represent the best potential for expansion, enhance media planning and maximize the effectiveness of direct marketing.



## PREDICTIVE MODELING

Second chances are rare in business, which is why predictive modeling is so important. The powerful tools and algorithms in Cyclone help you to increase response and conversion, identify cross-sell and up-sell opportunities and provide clear insight into customer behavior.



## MANAGE AND LAUNCH CAMPAIGNS

The Campaigner module is the culmination of Cyclone's incredible power, putting it all together in a streamlined, intelligent, even automated process. Data continually fed into Cyclone will be monitored, prioritized and identified to trigger specific actions, from a confirmation e-mail, to a thank you letter, to the mailing of a specific offer based on a customer's unique past activity or preferences.

## TRACKING AND REPORTING

Integrated into Cyclone is a powerful reporting module, providing all the functionality required for quickly creating dynamic, customizable profile, tracking and KPI reports. Reports can be set up to automatically run whenever data is refreshed and e-mailed directly to specified recipients.

It's no secret that in business...knowledge and action are power. Cyclone is that power unleashed.

## THE VALUE OF ANALYTICS & CYCLONE

### WHY BUSINESSES NEED TO USE MARKETING ANALYTICS ...

- Competition is trying harder than ever to steal your market share
- Marketing resources (i.e. the budget) are less than needed
- Mass marketing is too expensive and no longer works
- Customers expect you to know them
- ROI measurement enables you to grow profits

### WHY MARKETING DEPARTMENTS NEED TO USE MARKETING ANALYTICS ...

- Understand customer needs and wants enabling you to better serve them
- Identify and track customer life cycles
- Clone your best customers
- Measure customer value
- Identify customers who are vulnerable to competition
- Stretch marketing dollars
- Identify growth and expansion markets
- Measure campaign results and ROI
- Enhance effectiveness of acquisition, growth, and retention initiatives

### WHY BUSINESSES CHOOSE CYCLONE TO POWER THEIR MARKETING INITIATIVES ...

- Fast implementation (60 – 90 days)
- Costs to implement and maintain are less than half the industry averages
- Unlimited scalability to over 2 billion records and 2 billion fields
- Unmatched query and analytic speed
- Turn-key, fully integrated analytic, CRM, campaign, and report solutions
- 150 US demographics and lifestyles are included
- Designed for marketers by marketers
- Intuitive, easy to use drag and drop interface
- Automate campaigns, tracking and reports

## CYCLONE FEATURES

### MARKETING FUNCTIONS ...

- Analytics
- Profiling
- Segmentation
- Market Potential
- Predictive Modeling
- CRM
- RFM
- Campaign Management
- Tracking and Reporting
- ROI Measurement

### VISUAL ANALYTICS ...

- Venn Diagrams
- Bar Charts
- Line Graphs
- Pie Charts
- Area Charts
- Gains Charts
- Crosstabs
- 2D and 3D

### BUILT IN DEMOGRAPHIC SETS ...

- Age
- Income
- Education
- Marital Status
- Children
- Home Value, Ownership
- Expenditures
- Lifestyle/Life-Stage

### CAMPAIGN MANAGEMENT ...

- Segment Coding
- Drive Dynamic Content
- Track Response
- Measure ROI
- Define Business Rules
- Add Trigger Events or Timing
- Control Groups, Seed Lists
- Automate Campaign Launch

### MAPPING ...

- State
- County
- CBSA (MSA)
- Zip Code
- Census Tract
- Block Group
- Rooftop
- Highways and Streets

### CREATE DATA GROUPINGS ...

- Numeric
- Date
- Geographic
- Discrete
- Custom (by query)
- Import from File



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