

Top Line Analysis

Customer Profiling and Segmentation
Establishing Key Performance Metrics
Understanding ROI



Understanding Your **Aims**

From The Outset

We want to work with you on establishing best practice principles on analytics from the ground up

We are happy to work with businesses that may only keep their records on paper and in Excel, through to those businesses looking to squeeze as much as possible from their current data warehouses

But every journey must start somewhere...



Initial Data **Appraisal**

On set-up and commencement of any project, we will recommend an initial period of consultation

This will ensure that all analysis carried out is

- Fit for purpose
- Beneficial to the business
- Grounded in the data available to us

The only way this is possible is by building on the data expertise currently held by your business, and including you in all planned activity

In turn, when a project has then run its course, it leaves you in the strongest possible position to adopt our deliverables and maintain them in-house



Building On **Knowledge**

Once we understand what data is available, we can start to provide real, business-changing insight

For a business new to using data, a top-line insight project can prove to be truly valuable

For a business looking to leverage their existing knowledge, a fresh outlook can unearth fascinating insight

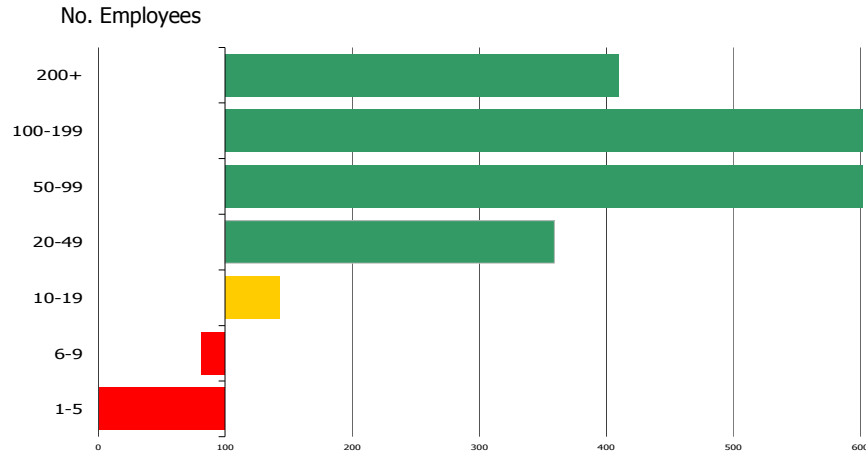
Whatever your purpose may be, we can help you to find that one “hot” lead



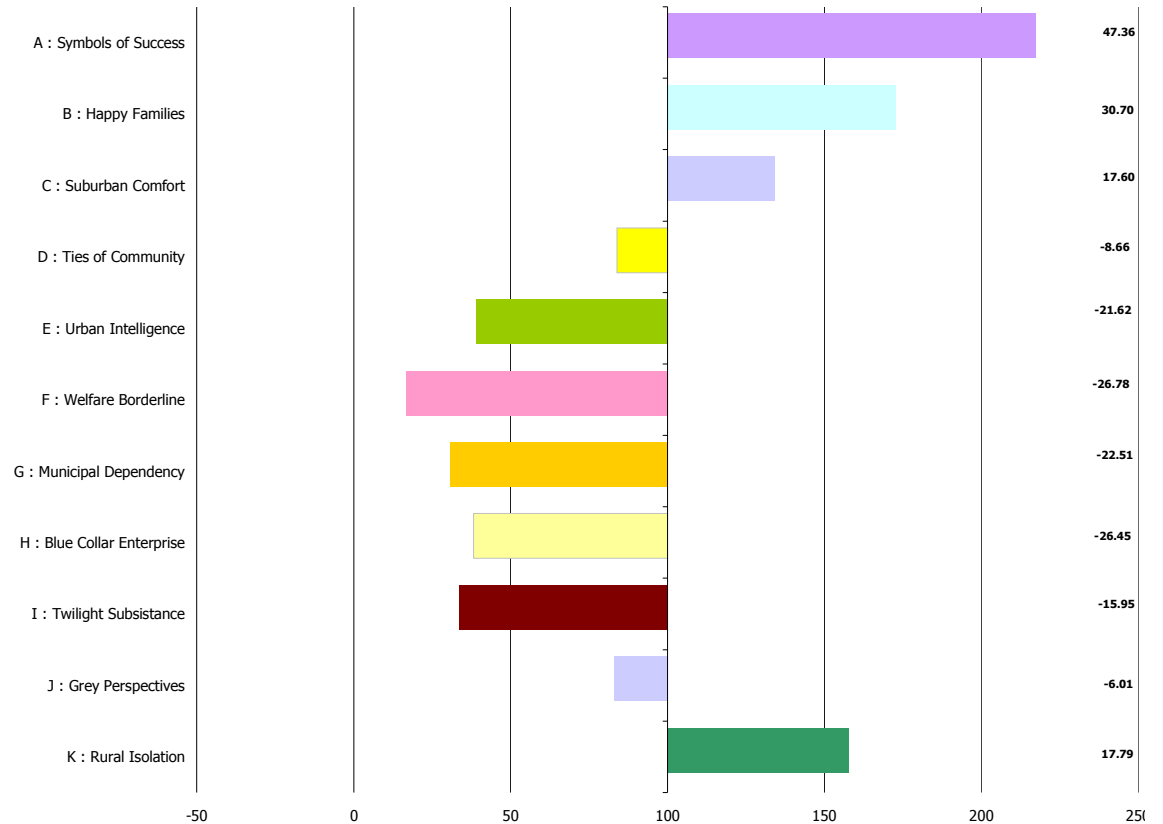
Customer Profiling

A mainstay of analysis, and a fundamental for developing an acquisition and / or retention plan

Using our Business and Consumer data partners, we are adept at profiling your customer data, to help you understand what your customers look like



Consumer MOSAIC Groups Profile



Establishing KPIs

By understanding what your customers look like and in what ways they are most prevalent, we can source prospect data from our data partners

However, we would suggest taking the insight process as far as possible – establishing CPAs and ARPU

For example, by using their purchasing patterns, we can establish average basket size or time-specific spend patterns. This allows us to begin to create baselines of performance. Alternatively, with enough volume, we can establish a potential size of marketplace, and then understand the share of this marketplace your existing customer base is achieving

Drilling into the data provides further knowledge, in turn improving accuracy and truly informing decision-making

First Year Purchasing	No. Customers	Total Lifetime Transactions	Total Revenue Generated
1996	11,735	82,647	£2,198,888
1997	24,246	121,043	£2,547,517
1998	40,189	88,418	£1,694,128
1999	43,357	63,983	£866,825
2000	19,217	37,635	£806,693
2001	22,413	39,396	£792,514
2002	25,160	59,419	£1,512,474
2003	29,292	61,578	£1,474,559
2004	36,951	77,641	£1,996,180
2005	49,552	95,360	£2,305,774
2006	52,402	95,008	£2,366,630
2007	68,794	105,630	£2,537,579
2008	63,288	76,462	£1,662,856
Total	486,596	1,004,220	£22,762,617

Average Transactions During Lifetime	Average Total Revenue Per Customer	Average Spend Per Transaction
7.04	187.38	26.61
4.99	105.07	21.05
2.20	42.15	19.16
1.48	19.99	13.55
1.96	41.98	21.43
1.76	35.36	20.12
2.36	60.11	25.45
2.10	50.34	23.95
2.10	54.02	25.71
1.92	46.53	24.18
1.81	45.16	24.91
1.54	36.89	24.02
1.21	26.27	21.75
2.06	46.78	22.67

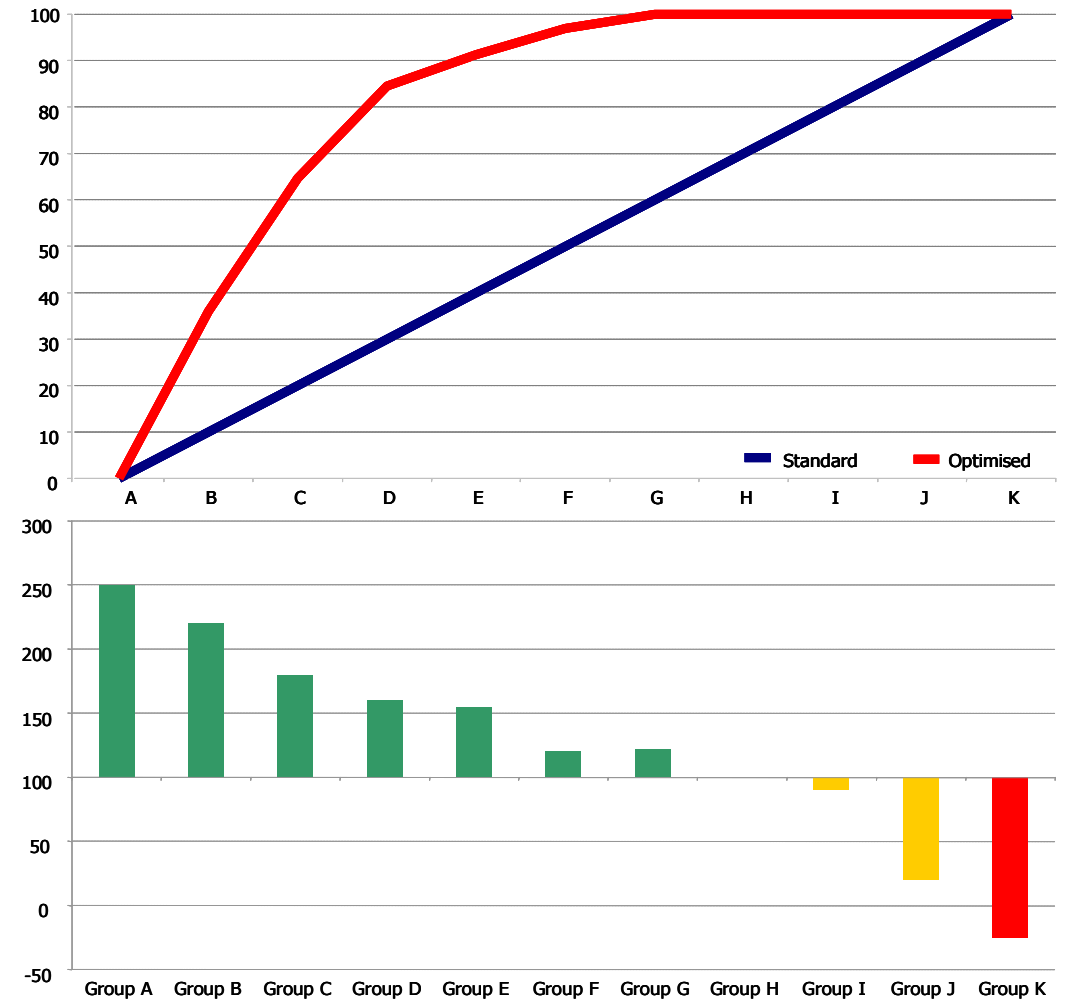


Understanding Acquisition

With baselines established and your customers identified, we can begin to develop acquisition strategies designed to recruit new customers

We can also monitor the performance of these strategies in order to track, manage and maximise your ROI

If we can double your response rate, whilst halving your marketing spend, then the benefits are clear

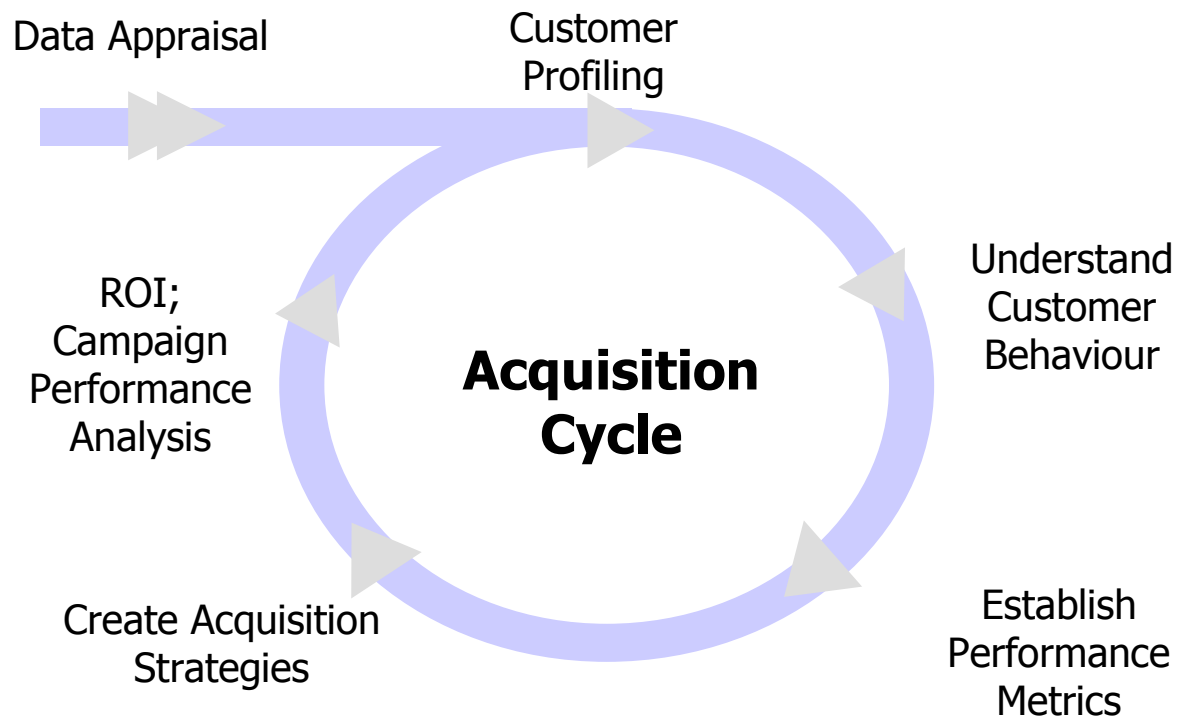


The Acquisition Cycle

By following these processes then any business can quickly establish an acquisition process

On its own, it is a positive and powerful way of implementing business development processes

Used in association with other Momentum Analytics offerings, it forms the bedrock of a complete change in your business practices – and we will make sure that it is a change for the better



One Final **Thing...**

Our Philosophy

- Build, develop and maintain a close consultant / client relationship
- Identify, discuss and apply the learnings to the business
- Ensure that the end point is always actionable insight and business-critical solutions
- Most importantly, results and resolutions built around your requests, tempered with our experience

We won't tell you what you need; Just work with you on what you value

For more information, please email Momentum Analytics : contact_us@momentumanalytics.co.uk

Alternatively, why not call Momentum Analytics on 0161 408 4985, or 07595 381 462

We would be more than happy to meet you and discuss your plans for the future

Give your business **Momentum**



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