



POWERLYTICS

POWERFUL DATA, SMARTER DECISIONS

Powerlytics Predicting the Marketing Funnel Case Study

Powerlytics is the company who offers the first and only market intelligence platform to power better decisions by using financial data underpinned by IRS tax returns. Their proprietary consumer database provides real income tax data from over 150 million U.S. households (200 million adults) and their proprietary business database includes the financial statements of over 30 million companies.

BUSINESS CHALLENGE

A US based financial lending institution needed to improve its consumer marketing lead qualification and conversion effectiveness. The objective was to more precisely and cost-effectively identify high value prospects who would convert into profitable long-term customers for the institution.

SOLUTION

By combining Powerlytics' proprietary data with the financial institution's market campaign performance file, along with consumer tax return variables (solely based on the prospects Zip +4), the intelligent data tool accurately predicted prospects' behavior through the various stages of the marketing decision funnel. Here are some of the results/ predictions:

- Which solicited prospects were most likely to respond;
- Likelihood that prospects who responded would be approved;
- Which approved prospects would likely to accept the offer;
- Which accepted prospects would be most likely to take funding;
- Which funded customers would most likely default.

RESULTS

With Powerlytics data variables demonstrating strong predictive power at each stage of the marketing funnel, marketing and sales can apply viable predictive models to more accurately identify which prospects to target based on their likelihood to convert to funded customers.

Results that add up: Powerlytics had an average of 504 variables that showed statistically significant predictive power and an average of 30 variables that have highly significant predictive power between the various stages of the marketing funnel.

The Powerlytics Data

Powerlytics data variables with significant predictive power in the separate stages in the marketing funnel are provided as part of its solution set. The Powerlytics solution includes the 9-digit Zip code (Zip+4) level. This means that the consumers Zip+4 is the only information required to run customer analysis.

Past performance and results have consistently found the Zip+4 to be extremely accurate at predicting the behavior of individual prospects.

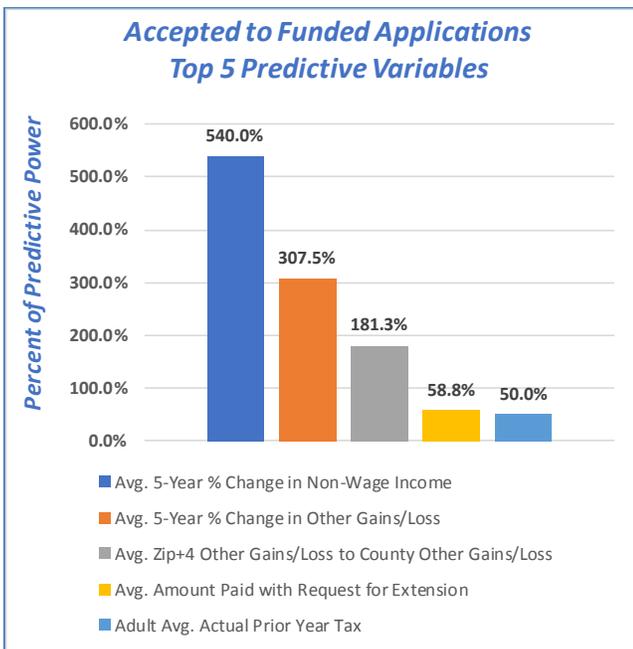
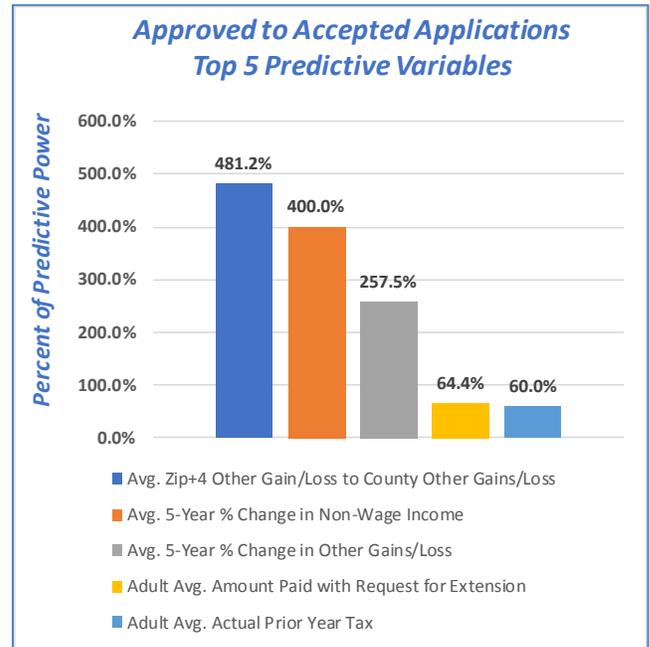
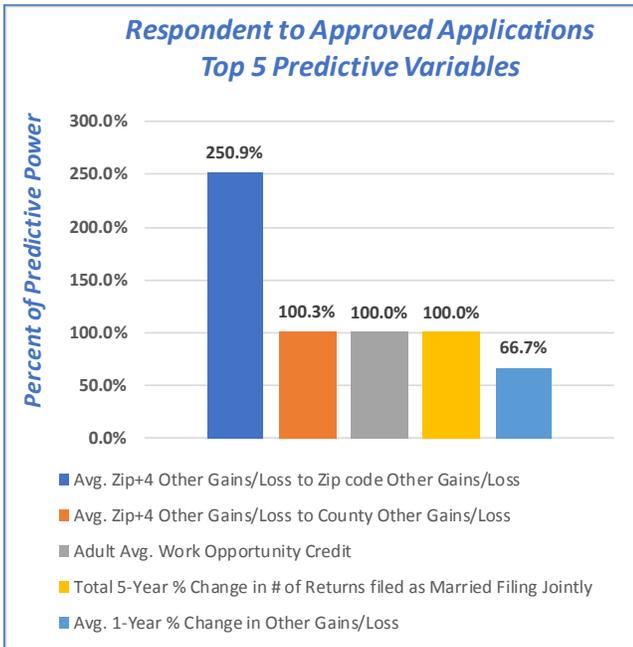


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The charts below show predictive power of the Powerlytics data throughout the marketing funnel.



- Powerlytics has an average of 504 variables that have at least a 5% separation across all stages of the marketing funnel
- Powerlytics has an average of 30 variables that have at least a 20% separation across all stages of the marketing funnel

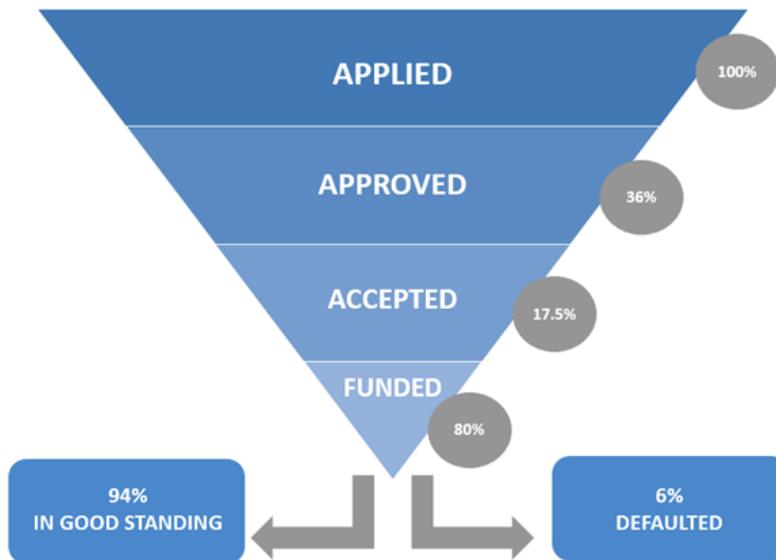


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Using Powerlytics variables to predict which prospects will convert to funded customers is only the beginning. To date, results have demonstrated that the same analysis can help predict, which funded customers are likely to default as shown below.



To learn more about how the Powerlytics proprietary market intelligent platform can help your business, please email us at sales@powerlytics.com or call Pat Brown at 215-375-7675 to meet with us.