

QUAERO ONLINE ANALYTICS FOR MARKETERS:

Leverage your online data
and increase customer
value and marketing ROI.

Marketers understand that customer insight is the key to growth and profitability. When you understand customer behavior across channels you have the tools to provide more relevant communications and increase customer value and return on investment over time. Not to mention delivering on a customer experience that will ensure satisfaction and retention.

Yet you may be under-utilizing the richest source of customer information you have — online behavior. Every time customers visit your Web site, they leave behind a trail of interests, decisions and purchases that can't be found anywhere else.

Are you using that rich data effectively? Do you know how your most profitable customers behave online? Do you use online activities to help you build customer profiles? Can you leverage the purchase information from your retail stores to cross sell on your Web site? You can with Quaero.

EXPAND YOUR CUSTOMER VIEW AND DRIVE REVENUE WITH QUAERO

Quaero's Online Analytics Solution harnesses the discipline of online analytics and takes it to a new level. We combine best-in-class online analytics with our expertise in online data integration, database technology and strategic marketing practices. This ensures that you receive a comprehensive solution that leverages both your online and offline customer interactions to accelerate marketing performance.

IMPROVING THE CUSTOMER VIEW IN EVERY INDUSTRY

Retail: Gain customer insights not available from stores and other channels. Use the information to improve both store and online sales.

Finance & Insurance: Track online behavior to better identify timely cross-sell opportunities. Trigger timely communications based on browsing activities.

Travel & Hospitality: Pre-identify potential upcoming trips/stays and significantly enhance current segmentations based on browsing behavior.

Content & Service Web Sites: Harness online behavior and develop targetable segments for increased advertiser CPMs

In other words, instead of just tracking online data through the typical Web analytic reporting solutions, Quaero helps you put that data to work for your marketing activities. It's a true multi-channel approach to your customers that lets you:

- Gain a deeper, holistic view of your customers, informed by all their online and offline activities
- Tap into online behavioral data to create strong insights that drive more effective marketing
- Leverage online analytics to improve your offline marketing activities
- Link your call centers and email campaigns to online customer actions
- Create a more effective Web site that responds to customers' interests
- Track promotion performance across channels for better understanding of overall marketing value
- Find new and profitable ways to segment and target your customers

A COMPLETE SOLUTION. FOR A COMPLETE CUSTOMER VIEW.

The Quaero solution takes the myriad granular online data that can be gathered with today's Web analytic tools, and integrates them with available offline data sources. Then, we use this integrated database to develop leading-edge analytical models and subsequent customer-focused marketing strategies that increase profitability.

Quaero's Customer Strategy and Analytics teams deliver a complete and actionable view of each customer's behaviors, interests and future needs—so you can accelerate marketing performance across all channels.

TAILORED TO YOUR BUSINESS

We start with an online data integration roadmap, where we identify the online data and steps required to integrate with your current offline environment. We also include strategic, technology and analytic components in the roadmap to ensure that all marketing dimensions are properly aligned so you will be able to take full advantage of the rich, multi-channel marketing environment you will have at your disposal.

Your solution includes:

- A detailed, financially justified roadmap
- Definition of online data requirements
- Incorporation and integration of offline data to create a much richer view of your customer base
- Behavioral-based and interest-based segmentation that enables immediate, increased targeting capabilities
- A system for testing and analyzing site visitor behavior for ongoing performance improvement
- Up to a dozen segment models based on category- and product-level interest

Your benefits include:

- Real and actionable value-based segmentation
- More relevant messaging, which is tied to the enhanced segmentations
- Cohesive and closed-loop multi-channel execution and tracking
- Dashboard measurements to demonstrate real results
- The ability to leverage Contact and Response History to forecast future demand and optimize marketing
- A lasting analytics and technology framework to continually develop higher value

ACCELERATE YOUR MARKETING PERFORMANCE

Quaero delivers multichannel marketing solutions that help companies build long-lasting customer relationships, improve marketing effectiveness and realize measurable return on investment. We specialize in helping marketers solve their most complex challenges and accelerate marketing performance through a range of services in four primary disciplines:

- Marketing Strategy and Analytics
- Marketing Automation
- Customer Data Management
- Hosted Marketing Solutions

Bringing to every engagement a deep knowledge of marketing combined with industry-specific expertise, our people approach every client engagement with the drive, enthusiasm and determination to succeed. Quaero serves category-leading clients in Financial Services, Pharmaceutical/Healthcare, Media and Publishing, Travel and Leisure, Retail, Telecommunications, and Business Services. To learn more, visit www.quaero.com.