

# Teasley

## *Using Data to Improve Your Marketing*

### Executive Summary

Using data and analysis to increase your customer acquisition and retention rates as well as improve other key marketing metrics.

#### **Are You Not Doing Enough With Your Data?**

Advancements in computer and data technologies in the last 20 years have increased the collection and availability of data that is useful to marketers. However, many marketers are not utilizing the full power of data and analytics to increase their customer acquisition and retention rates. A common lament is, “We have all this data, but we are not DOING anything with it!” Many companies are literally forgoing millions in revenues that could easily be obtained with a proper use of available data and analysis.

#### **You Can Use Data to Improve Your Marketing**

You can leverage the information that is contained in your data to achieve better targeting, determine optimal pricing, discover and implement new product/service offerings, reduce marketing test costs and make improvements on many other key marketing issues.

You will deploy your campaigns knowing that you are achieving the highest possible response rates. You will monitor your results with timely and informative reports – and change tactics and strategies in response to market changes. Your campaigns will achieve better results, with higher response rates and lower costs. When used effectively, proper data and analysis can easily raise response rates 50% to 150% and dramatically increase marketing ROI.

#### **Marketers Face Many Internal Issues**

Since there are a number of issues that can hamper efforts to use data to improve marketing programs, most marketers are not using data and analysis as much as they would like to use them. Multiple sources of data, confusing data, confusing software, lack of analytical and I.T. resources and other issues combine to make the data/analytical issue quite common among marketing managers.

#### **You Need Defined, Achievable, Useful Data-for-Marketing Projects**

Marketing managers need to seize the opportunity afforded to them in available data by developing, initiating, and executing a marketing data and analytical program. The projects contained in the program will develop specific marketing insights that can be

used to improve customer acquisition rates and customer retention rates. Such a program should be seen as an investment, not an expense, as it can show a return of 500% or more.

### **Teasley Has the Expertise and the Tools**

Since 1989 Brian Teasley has helped companies use data and analysis to improve their products, customer acquisition rates, customer retention rates and increase their marketing ROI. Brian has helped uncover opportunities for savings of millions of dollars and increased the revenues brought in from millions of customers. Teasley helps you through consulting, data management and analysis, development of reports and reporting systems, survey development and analysis, and development of marketing recommendations and marketing strategies. If you'd like to learn more about how Brian can help you increase your customer acquisition rates and customer retention rates, please give him a call. He will be happy to discuss your situation on the phone at no charge. Call: 646.414.1100 or visit: [www.teasley.net](http://www.teasley.net)