

> Optimize outbound campaigns to increase their effectiveness

Many organizations use predictive analytics to target prospects or customers for marketing campaigns. As the volume of campaigns increases, predictive technology becomes even more valuable. But it can be challenging to ensure that campaigns reach not only the most responsive but also the most profitable customers—without over-contacting your best customers.

SPSS Event Builder was developed specifically to help marketing organizations optimize and execute multiple campaigns more efficiently and profitably. It allows business users to combine predictive models created by expert analysts with business logic and optimization techniques to determine the best channel, offer, message, and action for each customer.

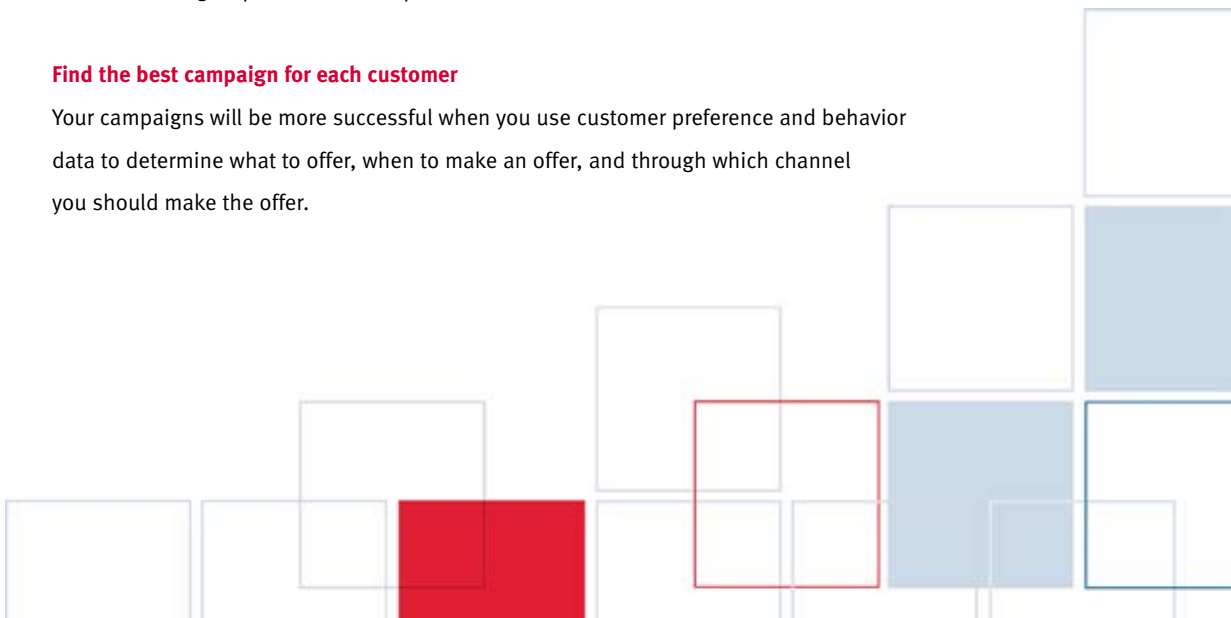
Your marketing department can use SPSS Event Builder to manage the campaign selection and optimization process across multiple campaigns. Working in its business-focused interface, campaign managers and analysts are able to:

- Define goals and constraints for the organization
- Segment and select customers based on business goals and predicted behaviors
- Define goals, constraints, and customer inclusions and exclusions for each campaign
- Optimize campaigns to find the best offer for each customer
- Evaluate and adjust optimization results to achieve the desired outcome
- Deploy the results within existing marketing systems or processes

With SPSS Event Builder's campaign optimization capabilities, you send only the offers that customers want, when customers want them—enabling you to build more valuable customer relationships while increasing response rates and profits.

Find the best campaign for each customer

Your campaigns will be more successful when you use customer preference and behavior data to determine what to offer, when to make an offer, and through which channel you should make the offer.



Using SPSS Event Builder's powerful business-oriented interface, you can segment and select customers for campaigns based on business rules and predictive models to ensure positive results. Define allocation criteria for channels, offers, messages, and actions, using optimization equations, constraints, and suppression rules to choose the best action for each customer, instead of the best customer for each campaign.

Identify the best criteria by deploying predictive models created by modeling experts using Clementine®, SPSS' data mining workbench, or SPSS Model Builder™, the model building solution for business users. With SPSS Event Builder, you can leverage the power of predictive models without needing to understand how to build them.

Optimize campaigns for increased profitability

Once you have specified campaign rules and constraints, you can use SPSS Event Builder to optimize for a range of business objectives and identify the campaigns that will deliver the best possible outcome for your business.

The optimization algorithm helps you select the best possible campaigns for each customer, within the goals and constraints you have set. For example, if a customer is selected for more than one campaign and your contact strategy limits the number of contacts for that customer, prioritization helps you determine which campaign to offer that individual. Or if two campaigns are scheduled to run simultaneously through different channels, prioritization enables you to select the right customers for each channel, for each campaign.



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Before you deploy the campaign, you may also run the optimization process without the constraints to understand how adjustments to campaign parameters would affect the results. You can also easily export the expected results to Microsoft® Excel® for further analysis.

Deploy campaigns to your preferred system

When you are satisfied with the expected results, SPSS Event Builder produces a scored list of customers that includes the best activities for each customer. The list takes into account any privacy and contact exclusions—eliminating the need for manual cross-checking and ensuring that marketers receive accurate, high-quality target lists.

Deploy your final set of scored customers, offers, and channels into your existing campaign management or other marketing automation systems—or export them to Microsoft Excel flat files, or databases.

The solution's contact history contains a record of every campaign, which can be useful when building models and defining selection criteria for future offers.

Campaign response data from your marketing or campaign management system can also be fed back into those models for true closed-loop marketing.

Get the highest return on your marketing investment

SPSS Event Builder makes it easy to automatically incorporate business logic and prioritize campaigns according to their expected value—ensuring that each customer receives only those campaigns with the highest expected profitability. When combined with other predictive analytics solutions from SPSS, this solution will help you see immediate improvements in customer response and satisfaction, along with reduced marketing costs and increased revenues across all channels.

