

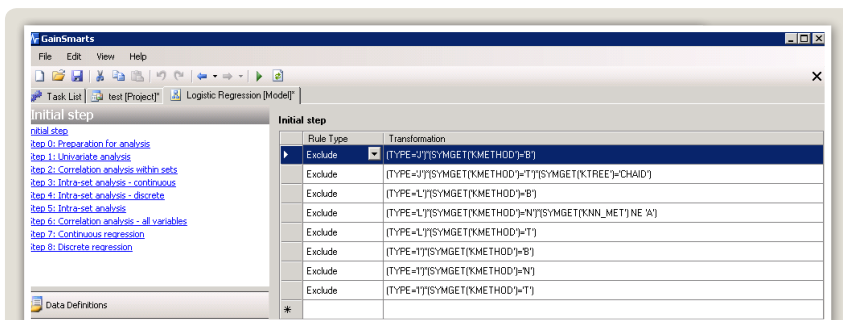
Drive smarter marketing decisions with GainSmarts.

Effective marketing begins with smart questions: How well do I know my customers? Could I be more efficient? Have I targeted the right prospects? Find answers with GainSmarts.

Winner of the prestigious KDD Cup, the annual Data Mining and Knowledge Discovery competition, GainSmarts helps you make smarter marketing decisions. Use GainSmarts to create in-market timing models to optimize campaign effectiveness, conduct preference modeling to increase retention, and perform customer segmentation to cluster customers for future campaign targeting, and more. You can also formulate strategies, minimize churn, and predict and manage performance.

Graphical user interface-driven tool.

The intuitive graphical user interface easily assists users throughout the entire data mining process including data preparation, variable selection, modeling, model validation, detailed model reports and deployment of an automatically generated scoring code.



GainSmarts Interface.

▶ GET QUICK RESULTS WITH A COMPREHENSIVE DATA MINING PROCESS:

- Open Database Connectivity (ODBC) data import and sampling
- Graphical and tabular exploratory data analysis
- Variable transformations
- Feature/variable selection
- Model calibration
- Knowledge evaluation
- Model validation

▶ UTILIZE GAINSMARTS IN MANY INDUSTRIES:

- Automotive marketing
- Financial services
- Consumer goods
- Telecom
- Healthcare
- Travel
- And others

▶ Achieve full impact from your marketing campaigns with GainSmarts.

Learn more at urbanscience.com



Stay confident with GainSmarts.

Advanced capabilities to boost the ROI of your marketing efforts.

Precise Data Import and Preparation

Bring in the right data in formats such as text, SAS, Open Database Connectivity (ODBC), Oracle and DB2. With GainSmarts, you can:

- Determine data types as either character, numeric, or nominal
- Set variable properties, e.g. "dependent" for the target variable
- Determine how to treat missing values

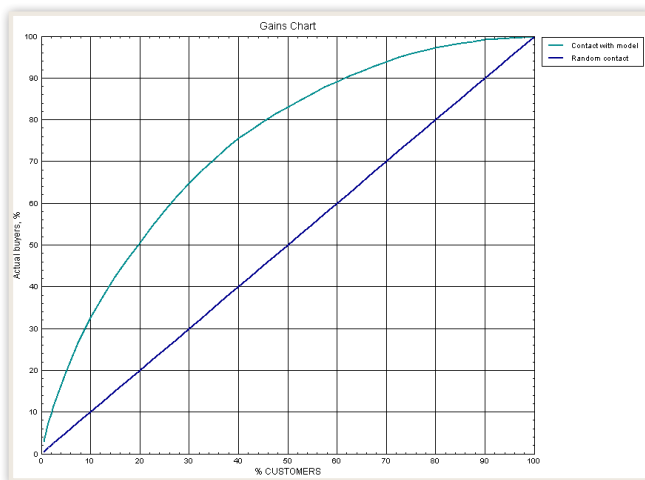
Automated Feature Selection

The most unique component is feature selection. The fully automated feature selection produces the same, or better, quality model, as compared to a more time-consuming manual process. For example, if you are working with a very large data set, GainSmarts very quickly finds the best predictors to generate the highest quality model. An expert modeler would take much longer and not necessarily deliver the same predictors, which impacts model quality.

Exploratory results are automatically generated, so you can:

- View variable statistics
- Examine correlations to the target
- Explore variable distribution
- See detailed documentation of the overall process

Given our extensive experience and solid understanding of customer data, plus our proven data mining solution, we can help you succeed.



Example GainsChart shows model results by decile.

POINT OF DIFFERENCE

GainSmarts is driven by an automated process that delivers greater quality, in less time, and with fewer resources than the competition.

TAKE ADVANTAGE OF POWERFUL CAPABILITIES TO:

- Formulate customer acquisition, cross-selling, and up-selling strategies
- Develop a winning contract strategy
- Minimize churn through attrition management
- Predict and measure performance

INTELLIGENT CHOICE FOR BETTER DECISION MAKING:

Full Suite of Data Mining Methods

- Regression, Neural Network, Decision Tree, Genetic Algorithm, Survival Analysis, Two Stage Regression, Collaborative Filtering, and many more

Automated Variable Selection

- Unique feature enables GainSmarts to identify causal variables precisely and quickly, based on large data sets rather than simply relying on modeler intuition

Scalable for the Long Run

- Process and analyze tens of millions of rows and hundreds of variables

Proven Performance

- One of the original "off-the-shelf" data mining software solutions, GainSmarts has delivered award-winning results over its long-running, 13 year history

Contact a Representative

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