

Accelerate ROI with Marketing Optimization Solutions.

OEMs are being asked to prove the value of their efforts at every turn. That's why it is critical to identify, capture, and exploit the best marketing opportunities to boost sales and profits.

Additionally, OEMs must have the right tools to measure results to prove the effectiveness of their efforts. Now they can bring it all together with Urban Science's Marketing Optimization Solutions, including:

DATABASE AND
LIST MANAGEMENT

CUSTOMER TARGETING
AND SEGMENTATION

CAMPAIGN ANALYTICS
& REPORTING

CAMPAIGN OPTIMIZATION

Why Urban Science? With a strong heritage in the automotive and data sector, we are the thought leader who can place proven solutions into the hands of our clients. Unlike others in the field, we are a trusted third party who can measure and analyze performance objectively, transform data into actionable insights, and improve your ROI.

▶ MEET MARKETING CHALLENGES HEAD ON:

- Ensure accurate data and honor customer communication preferences
- Identify prospects who are most likely to become customers
- Create powerful marketing campaigns with detailed customer mailing lists
- Identify geographical areas to target with marketing resources

▶ OBTAIN ACTIONABLE INSIGHTS TO HELP CAPTURE OPPORTUNITIES:

- Analyze marketing performance at both corporate and dealer levels
- Track performance, deliver objective reports, and identify ways to strengthen marketing strategies
- Optimize the effectiveness of marketing campaigns
- Improve ROI

▶ Make the most of marketing investments.

Find out how at urbanscience.com



Identify, retain and grow your most promising customers.

Database & List Management

To be effective, campaigns must reach the right prospects and customers at the right time. Database and List Management solutions accomplish these objectives with precision.

Database Management

Standardize, cleanse and enhance customer data. Manage customer preferences, track sales or service activity, as well as disposals and cross-sell behaviors.

List Management

Combine dealer sales and service data with OEM data to give field staff, dealers and agency vendors access to the most accurate information, while honoring customer preferences through a role-based online portal accessible 24/7. Customize the solution with unique business rules to target the right customers at the right time. The solution tracks customer campaign activity and includes a cost recovery option to charge dealers for enhanced data.



Tap into the latest sales and service data to easily create customized target lists.

Targeting, Segmentation & Campaign Analytics

Targeting, Segmentation and Campaign Analytics transform customer data into actionable insights that increase campaign profitability. For example, spotlight the customers who are most likely to respond, and who will spend more money when they do.

Targeting

Using GainSmarts®, Urban Science's proven proprietary, award-winning data mining software, we develop custom models to identify products or services a customer is most likely looking for when they are in the market, then identify the optimal incentive resources needed to activate the customer.

Segmentation & Profiling

Predictive modeling shows who to focus on, but it does not provide insight into the right message. Segmentation and Profiling overlays a behavioral segmentation scheme on segments to gain true customer insights. This sets the foundation for an effective treatment differentiation strategy.

Campaign Analytics & Reporting

Improve close rates and boost sales by identifying key metrics for dealers, field staff, and corporate users whenever and wherever they need them. Access rich information through an online role-based reporting solution.

Campaign Optimization

We use detailed customer data and OEM dealer network knowledge to provide customized analysis of campaign performance, and identify areas for improvement, including specific opportunities for allocating marketing spend, optimizing budgets and improving ROI.



Contact a Representative

Jody Stidham

Global Practice Director

jstidham@urbanscience.com

+1 313 568 4382



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