

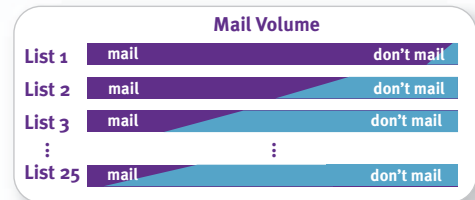
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The Modelytics division of Paradyszmatera uncovers opportunities to improve customer acquisition, reactivation and retention. Using robust and proprietary analytics, we help marketers understand more about their markets and customers, ultimately maximizing the return on their investments.



INTELLIZIP™ Unlock the power of marginal universe

Complex in its analysis yet simple in its execution, our zip code-level modeling tool, **Intellizip**, unlocks previously marginal or less profitable lists and carves out more universe. Intellizip uncovers the relationships between where people live, their demographics and response behaviors, ultimately finding the zip codes that deliver the best performance.



NEW!

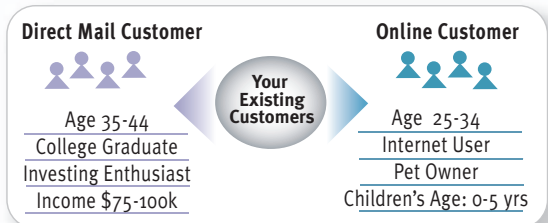
CONTACT™ Optimize contact strategies

Determining an optimal contact strategy for each prospect can significantly increase your overall campaign performance and effectiveness. **Contact** uses robust analytics to identify which fatigued names you should rest and determine the best mix of contact frequency, recency/resting periods and offer rotation.



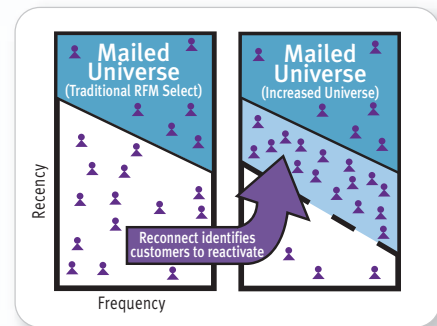
BLUEPRINT™ Reveal customer characteristics for enhanced targeting

Blueprint gets you inside your market and shows you what you don't know about your customers: what sources produce the best lifetime value, what interests your customers have, and what characteristics drive profitability and which ones do not. With rapid market shifts and technology having drastically reduced speed-to-market obstacles, you need to know your market and who your customers are. And, the knowledge needs to drive your marketing strategy, not just inform it.



RECONNECT™ Revitalize former customers

The power of **Reconnect** combines customer-level modeling with reactivation and profitability metrics. With both, Reconnect reduces your cost to reactivate customers. By isolating the characteristics of recent responders, we can effectively identify which of your non-responding customers are most likely to respond to your future marketing efforts. You've spent thousands, maybe millions, of dollars acquiring your customers. Why not do everything you can to keep them?



CLIENT SNAPSHOT



JUST RELEASED!

ContACT™



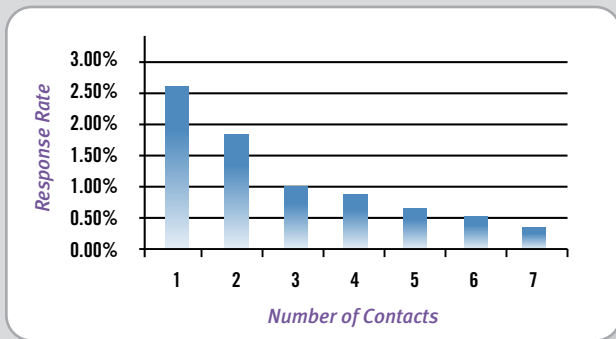
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- Does the number of times a consumer is mailed affect response?
- Do resting periods between campaigns improve or hurt performance?
- Does rotating offers impact performance?
- Are consumers more likely to respond if they are mailed multiple times from multiple lists versus one list?

With highly competitive market conditions, having answers to these questions is critical. They help pinpoint the optimal contact strategy for your business — increasing overall campaign performance and effectiveness, and reducing costs. **ContACT** uses robust analytics to identify which fatigued names you should rest and determine the best mix of contact frequency, recency/resting periods and offer rotation.

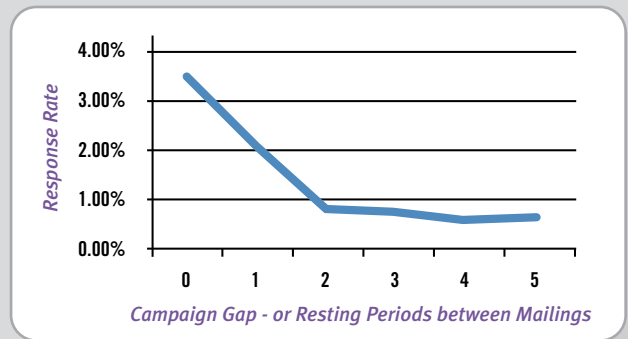
Frequency

ContACT analyzes the relationship between response rates and frequency. Here, as the number of contacts increase, response rates decrease.



Recency/Resting Periods

ContACT determines if the time between contacts improves or hurts performance. Here, as resting periods increase, response rates decrease.



Offer Rotation

ContACT shows the effects on response rates when you do or do not rotate your offer. Here, it is proven that offer rotation improves response.



List Duplication

ContACT uncovers if a person is more likely to respond if they are mailed multiple times from multiple lists versus one list. Here, multi-list consumers outperform those found multiple times on a single list.

