

NEXXA Product Focus:

Insight Analytics



OVERVIEW

The competition is out there and the company who knows their customers will not only benefit from customer longevity, but will be the first one to catch the attention of a highly desired prospect. NEXXA believes that knowledge is power! Can you imagine not knowing who your customers are? Even worse, can you imagine not knowing who your most valuable customers are? How can you properly engage them if you really don't know who they are, what they are interested in, how they choose to conduct business, and how they like to hear from the companies they do business with? NEXXA's Insight Analytics puts these powerful answers at your fingertips, so you can make relevant marketing decisions when it comes to marketing to existing customers and strategically targeting your best prospects. The two go hand in hand.

FAST Facts

NEXXA's Insight Analytics products offer the following key marketing benefits:

- Engage customers with relevant messages and offers
- Uncover those "ah ha's" that make your direct marketing programs more profitable
- Enhance and refine your database to gain key insight
- Identify and target your best prospects
- Refine and enhance your marketing approach with analytical insight

NEXXA INSIGHT ANALYTICS provides marketers with the key decision making tools to engage customers, strategically launch new products and services, and target the best prospects. All too often companies offer analytical services that result in a pretty visual document, without including relevance and application. At NEXXA, we help guide our customers through the objective—based on business need, the approach, the process and applying the results, so you can walk away with an action plan. There are a multitude of applications for analytics from understanding "who" your customers are (in order to better engage with them), to identifying your best prospects with a predictive model for more effective marketing.

NEXXA has a full suite of data selection performance tools for Direct Marketers, making data actionable!

Some of our products include:

- Insight Profiles
- Premium Insight Profiles with regression scoring of prospects
- Predictive Models
- Responder Insight Analytics
- Customer Specific Analytics
- Customer Segmentation Analysis

Take the guess work out of your marketing and get in the "power" seat!

Phone: 239-225-1516
Toll Free: 1-800-566-1217

nexxateam@nexxagroup.com
www.nexxagroup.com

