SPSS PredictiveMarketing™

Improve your marketing effectiveness

Get results every day with the analytical tool for marketers
No miracles, just better marketing

There are no business miracles. The best marketing decisions are made by organizations that have a complete, current view of their customers. To develop the most effective campaigns and programs, marketers need to be able to access, analyze and act on customer data every day. The success or failure of your marketing efforts depends on whether you can reach the right customers with the right messages at the right time.

That’s why it’s important to give marketers a solid analytic foundation for their decisions. Designed to accommodate a range of user skill levels, SPSS PredictiveMarketing puts advanced analytics directly into the hands of marketers.

SPSS PredictiveMarketing is designed to be the marketers’ daily workbench — the tool that they use every day to analyze data and find answers on their own. It incorporates the most advanced analytics from a company with more than 35 years of experience in developing analytics for a wide variety of industries and sectors. And it makes sophisticated analyses available to marketers through an intuitive, Web-based interface.

Deeper insight for more effective campaigns

SPSS PredictiveMarketing helps marketers tap into all of their available customer data, from all sources. With a comprehensive view of customers, marketers can discover important segments to target. They gain valuable insight into customer behavior — insight that helps them build more effective programs and campaigns. The results? Greater revenue from your marketing expenditures and increased customer satisfaction.

For example:

- **If your customers are buying mainly low-margin products...**
  Increase your revenue per sale using SPSS PredictiveMarketing’s product association techniques. SPSS PredictiveMarketing automatically identifies which high-margin products to sell in conjunction with the low-margin products. Each item is rated so that marketers can see which product recommendations will result in successful sales.

- **If an item is overstocked...** Reduce inventory by using SPSS PredictiveMarketing to get a ranked list of products and product bundles with which to sell the item.

- **If customers are leaving for competitors...** Use SPSS PredictiveMarketing to discover what these customers have in common. Then, instead of sending general retention offers to the entire customer database, create targeted retention strategies for the segments with the most defectors.

“Integrating SPSS PredictiveMarketing with our customer relationship management system will provide us with relevant, accurate and timely customer information on which we can act. This will enable us to increase our customers’ satisfaction and, at the same time, reduce our marketing costs and increase our revenues through more precisely targeted marketing and customer service."

— Geraldine Sullivan  
Director of Customer Relationship Management  
Pep Boys
From marketing ideas to bottom-line results

Critical actions can be delayed while marketers wait for information from analysts. They may have to go back and forth several times before getting results they can use to effectively build their campaigns. Meanwhile, customers leave, sales may lag and revenues may drop.

SPSS PredictiveMarketing features analytic templates that use best-practice techniques to enable marketers to get analytical results in much less time.

Each template incorporates analytics that address a specific business issue: customer response, customer purchase propensity or customer defection. Marketers use the streamlined, intuitive interface to enter business data. SPSS PredictiveMarketing then provides results in one of the many chart and graph formats available.

Marketers can customize, save, and reuse the templates to save time and benefit from lessons learned in previous campaigns. The templates are organized for easy access, and marketers can see at a glance when each template was last used or modified.

This combination of advanced analytics and an interface that is easy to use gives your organization:

- Consistent customer information: all customer insights are saved to the templates, so everyone who uses them can incorporate the latest customer insights into new campaigns and programs.

Better alignment for a wider impact

- Faster time to results: marketers now have the built-in technologies they need to get usable results without help from analysts or IT.
- Proven analyses: the analytic technologies built into each template encompass more than 35 years of experience.
- Better resource sharing: if appropriate, marketers can share a single template, rather than building individual models and analyses.

With SPSS PredictiveMarketing’s many visualization and deployment options, marketers and others can see results in the way that makes the most sense to them. When everyone understands the results, your organization makes better, more consistent decisions. Consistent, usable customer information is the key to gaining a measurable return from your marketing investments.

Marketers make discoveries quickly with SPSS PredictiveMarketing’s customizable, best-practice templates. The templates are easy to use on their own and can integrate seamlessly into CRM and campaign management systems.

Marketers increase retention and response rates with precisely targeted offers based on accurate predictive profiles.
- Web revenues improve due to more targeted product recommendations.
- Sales reps focus on high-potential prospects by pre-screening leads based on automatically assigned scores, and then increase deal sizes by making up-to-date, intelligent cross-sell offers.
- Call center reps make the right offers using predictive customer recommendations that are integrated into call scripts and computer systems.

SPSS PredictiveMarketing’s many chart and graph options enable users to see results in the way that is most helpful to them.
Reduce project cycle time
When marketers can get results on their own, projects go from start to finish faster. With SPSS PredictiveMarketing, marketers are not forced to rely on analysts, data miners, or IT staff to analyze data and deliver results. Instead, your technical staff can focus on more strategic projects, and your company can implement results and measure the effects in less time.

Organize data for easy access
The SPSS PredictiveMarketing database is designed specifically for predictive marketing analysis. The database’s open architecture enables it to pull customer information from your existing data sources and store the data in efficient, logical formats for immediate use. Marketers draw data directly from the database to their templates. IT staff and analysts don’t have to preformat the information.

Meet a range of technical needs
Your marketing solution may be used by people with varying levels of technical and analytic skills. Your administrator can easily modify SPSS PredictiveMarketing’s flexible interface to simplify procedures or make more complex capabilities available. If users have little or no analytical expertise, for example, your administrator can preset everything from the variables to the number of results that appear in a list. Alternatively, your administrator can let advanced users set their own parameters.

Expand customer insight with Clementine®
Add data mining tools, such as Clementine, for even deeper customer insights. Clementine delivers many advanced analytical tools — including logistic and linear regression, sequence analysis models, and neural networks — that enable automatic clustering, the ability to predict customer and prospect lifetime values, and more.

"Predictive marketing applications take full advantage of increasingly efficient CRM systems by providing sophisticated, yet accessible, analytic techniques. In addition, these applications provide tight integration and rapid, seamless deployment of results back into the system."

— Gareth Herschel
Research Director, Customer Relationship Management
Gartner, Inc.