



**ALLIANT ANALYTIC
CONSULTING + STRATEGY**

- ◊ Strengthen internal resources with Alliant expertise
- ◊ Deliver enhanced consumer insight and predicability
- ◊ Increase profits with improved process

Alliant's Analytic Consulting + Strategy group creates process improvement for direct marketing organizations. We offer our clients data-driven insight and analysis, collaborating with senior managers and their teams to identify and implement lasting changes that result in bottom line profit improvement.



Alliant AC+S helps you extend your resources and reach more customers.

What kinds of work does AC+S do?

As a natural extension of our experience and resources, AC+S engagements focus on applying analytic insight to strategic marketing problems. To date, some of the projects we have worked on include:

- Detailed cross-media campaign analysis and planning
- Analyzing e-mail results for segmentation opportunities, eliminating data "silos" and unifying campaign reporting
- Reviewing and revamping suppression file and merge/purge strategies to maximize acquisition campaign volume and profitability
- Customer profile analyses delivering detailed cross-enterprise views of buying behavior among actives, expires and prospects
- Ad hoc model development, SAS programming and training
- Database design and business needs assessments

Who will work with me on AC+S projects?

AC+S creates virtual teams utilizing in-house and outside resources to meet project goals. Our flexible approach allows us to apply marketing, analytics and technology resources as needed, and only when needed. Regardless of the team actually engaged at any given time, Alliant's SVP of Data Solutions & Services will be the project manager for all AC+S projects and is responsible for delivery, quality control and management.

How is AC+S different from the modeling services I already get from Alliant?

Alliant's analytics group is focused on maintaining our proprietary data resources, developing custom solutions for specific client scoring needs, and supporting clients in their day-to-day use of Alliant products and services. The AC+S group will have considerably more latitude to focus on special projects beyond the scope of delivering Alliant scores and data. With AC+S, the opportunities are endless, yet you have the assurance of working with a skilled team of professionals you know and trust.

What is the typical AC+S working arrangement?

AC+S projects range from two-day consultations to fixed fee long term projects to ongoing, contractual relationships for specific time periods across a wide range of projects. All fees are negotiated up front and a scope of work agreed on prior to the start of each engagement.

How do I get started?

The fastest path to AC+S results is to discuss your needs with your Alliant Account Executive or Dan Parzych, Alliant's SVP of Data Solutions & Services, who is responsible for defining and staffing all AC+S projects. You can reach Dan at any time by e-mail: dparzych@alliantdata.com; or by phone at 845-276-2600 ext 226.

SCORE With Alliant

Alliant's advanced targeting methodologies let direct marketers promote their customers and prospects with dramatic improvements in profitability. Our solutions are powered by proprietary cooperative databases, advanced analytics, and the experience gained from hundreds of successful client engagements. Find out how better targeting can drive profit improvements of 20% or more: ask to see our case studies for mailers, in-bound order centers and web marketers. Chances are, we can score for you too.

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