Deeper insights create more room for maneuver

Thanks to Customer Insights, you get even more detailed information about your addresses. Thus, you can create targeted marketing campaigns on these insights.

The recipients will be evaluated based on their behavior and assigned to various dynamic clusters. So, you can for example see at a glance which of your addresses are sleepers or developed based on their buying behavior to rising stars.

You can find the variety of additional information about your addresses as well at the single recipient, in the recipient overview, in the target group view as in the profile field administration. Beside of the statistical analysis, you can naturally use those figures also for creating new target groups and campaigns.

Advantages of Customer Insights

- **Recipient scoring**
  Clustering based on behavior

- **Individual & group analysis**
  Deeper insights into recipient structure

- **Customer cluster**
  Classification by BCG matrix

- **Analysis of profile fields**
  Quicker overview of subsets

- **Easy to use target groups**
  Creation with just one click

Improve your knowledge of your recipients!
The following list shows some of the statistical values that Customer Insights provides to you:

- **Scoring by type of reaction**: non-respondents, opportunities, high performers, leads
- **Response distribution by end device type**
- **Click-through Rate (CTR)**: percentage of opened messages leading to clicks
- **Conversion rate**: percentage of clicks leading to revenue
- **Chart of the most popular response times**
- **Chart of the most popular response days**
- **Total revenue by recipient and target group**
- **Average shopping basket values per purchase**
- **Mailings that led to purchases**
- **Average repeated purchase rate**
- **Clustering of buyers by BCG Matrix**: poor dogs, question marks, rising stars, cash cows
- **Retargeting statistics**: page impressions (PIs) after a click in mailings, PIs for each website visit, PIs for each purchase
- and much more

For more information please contact us:
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