



Affinity Modeling

ACTIONABLE RESULTS SO YOU CAN MARKET WITH CONFIDENCE

For the first time ever, education marketers can get solid answers efficiently and affordably.

MDR's New Custom Marketing Intelligence Tool Explains, Defines, and Scores the Education Universe for You

AFFINITY MODELING WILL HELP YOU:

Identify your best-performing customers. Affinity Modeling helps you understand what drives your customers to buy and takes the guesswork out of segmentation decisions. When you identify what drives your customer buying behaviors, you can, with superior accuracy, choose the best-performing customer segments for your direct marketing programs.

Find prospects to expand your market. Through a sophisticated, two-stage modeling and scoring system, MDR scores your best-performing customers and high-potential prospects. We help you target segments for maximum revenue or response and suppress those that underperform.

Maximize your mail and email budgets to market efficiently. Armed with real, actionable data, you have the tools you need to deliver the right messages to the right buyers at the right time.

Track results and uncover trends. Tag each segment of your list so you can easily track, evaluate, and analyze responses.

BENEFITS

- **Built on the MDR Universe** – MDR offers the largest and most accurate education database in the industry. Your customer scores are compared against MDR's comprehensive database to identify prospects that resemble your best-performing customers.
- **Affordable** – At a fraction of the cost of traditional statistical modeling, you can now afford a custom, cost-effective segmentation solution that was specifically built for the education market.
- **Statistically Based, More Predictive** – MDR's Affinity Modeling analyzes hundreds of MDR data variables, thousands of campaign records, and your customer results to deliver concrete, predictable insight into customer buying behaviors.
- **Quick Turnaround** – MDR and Acxiom have developed a proprietary semi-automated system that streamlines the data gathering and modeling process. You get the answers you need in a matter of weeks, so you can put your marketing plans into action quickly and effectively.

YOU ASKED FOR IT...WE DELIVERED

“Many education marketers have understood the value of leveraging their customer data to improve prospecting through custom statistical modeling. However, for many it was too time intensive and often too costly to justify. Affinity Modeling is the affordable solution they have been waiting for—modeling and statistical analysis built exclusively for the education market. Now, education marketers can take advantage of predictive modeling solutions to better understand their customers, find responsive prospects, and stop marketing to unprofitable segments. I can't think of a better tool in today's tough direct marketing environment.”

–Chuck Romans, MDR Vice President
of Product Development

Call your MDR Representative at 800-333-8802 to start marketing more efficiently than ever before.

www.schooldata.com

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Revenue or Response? We will help you select the Affinity model that is right for you.

Affinity Modeling can use either your revenue data or your campaign response results to score your customers and build a segmentation strategy.

- **Affinity Modeling: Revenue** – Scores your customer segments by their potential revenue to help determine where you can drive the greatest amount of revenue, optimizing the amount of mail or email.
- **Affinity Modeling: Response** – Scores your customer segments by their highest response potential to optimize your marketing investments. Dig deeper and more frequently in best-performing deciles to improve ROI.

What You Will Get...

1. **Decile rankings by performance** – An analysis of customer and prospect records across hundreds of variables and scored by decile, from greatest affinity to least affinity.
2. **Results analysis** – A comprehensive set of reports will illustrate the results of the model, including the key set of characteristics that drive the top deciles of your model.
3. **Identification of your best prospects in the MDR universe** – MDR can help put the results of the modeling process to work for your next campaign. We will create a prospect universe for you from the entire MDR database that best matches your strongest-performing customer segments.
4. **Consultation** – Your MDR Representative will walk you through the results and help you plan your marketing strategy.

What You Will Learn...

Affinity Modeling will show you what is driving success across your customer segments—whether it is the location of the respondent (rural, suburbs, etc.), teaching tenure, student enrollment, lifestyle, and more. Your reports will help uncover:

- **Critical common qualities among your customers** – Design your campaigns based on how your best customers respond; determine which direct marketing channels, messages, and how often to deploy these messages to maximize your marketing investment.
- **More cross-sell and up-sell opportunities to existing customers** – Find the highest-performing customers who have potential to buy more. Not only will you increase your revenue per customer, but you also increase loyalty.
- **The potential size of your market** – Based on your customized modeling results, you will be able to easily identify how many other prospects in the education market look like your best-performing customers.

Today's challenging education and business climate demands more sophisticated and data-driven marketing solutions. MDR's statistically-based modeling solution breaks new ground in custom marketing insight for companies targeting the education market.

Affinity Modeling will help you:

- ✓ Improve return on campaigns
- ✓ Increase retention and loyalty from your customer base
- ✓ Develop more successful cross-sell and up-sell opportunities
- ✓ Find new areas to grow/expand in the education market

About MDR and Acxiom

MDR, the leader in education market insight and data, has joined forces with Acxiom Corporation, a developer of some of the largest and most sophisticated marketing databases in the world, to create a customer intelligence solution never before available to education marketers.

Acxiom Corporation is recognized worldwide as an innovator in building customized data management and analytics tools that help companies acquire and build stronger, more profitable relationships with their customers.

Learn More About Your Customers!

Contact your MDR Representative today for a **free consultation.**

Call 800-333-8802.

All our solutions are backed by the quality and service you expect from MDR.