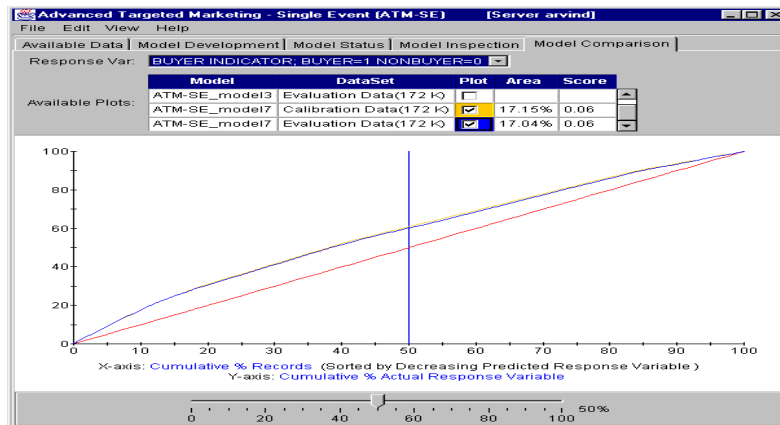


Advanced Targeted Marketing (ATM-SE)

An IBM solution for direct marketing, Advanced Targeted Marketing - Single Event (ATM-SE) automatically creates sophisticated data models for target marketing campaigns. ATM-SE utilizes specialized mining algorithms, for customer revenue and response modeling, to rapidly generate models which improve predictions of customer response to promotions. This helps you optimize your marketing efforts to create highly efficient and effective campaigns.



ATM-SE is tailored for two different types of users within your company. For marketing professionals, ATM-SE's fully automated mode is direct and user-friendly. ATM-SE's mixed mode aids analytical support teams who wish to access advanced features for interactive data mining. This feature enables the evaluation of campaigns by many people at different angles to capture consumers, leading to better performance in the marketplace.

Industry/Sectors

ATM-SE can be applied in the following Industries/Sectors:

<input checked="" type="checkbox"/> Financial Services	<input checked="" type="checkbox"/> Communication	<input checked="" type="checkbox"/> Industrial	<input checked="" type="checkbox"/> Distribution	<input checked="" type="checkbox"/> Public
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Asset Inventory

IBM Business Intelligence (BI) "Innovations" can be made up of 6 types of assets. The inventory of assets available with this "Innovation" have been created by IBM research and consultants but may be linked or combined with a number of other BI innovations.

Asset Type	ATM-SE Assets
Data Warehouse Management	
Extract / Transform / Load (ETL)	
Data Models	
Display	
Analyze	<ol style="list-style-type: none"> 1. Data Mining Algorithms for Customer Revenue and Customer Response Modeling 2. GUI Tool for maintaining and running algorithms.
Services	

There are currently 2 patents pending

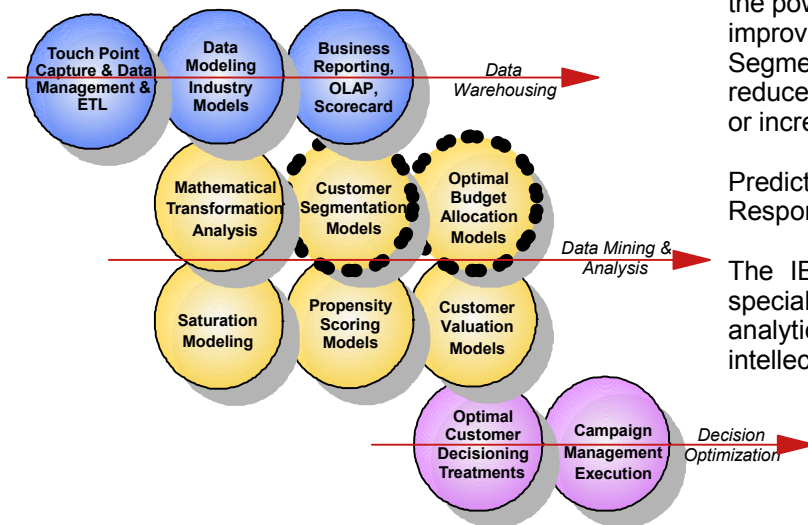
ATM-SE

Client Issue: CRM

IBM's CRM Value Chain is a roadmap for helping our clients maximize their relationship with their customers. When linked together, the pieces of the value chain describe an end-to-end solution that includes data capture from customer touch points, data modeling to store and organize information to support traditional reporting as well as advanced analytics and decision making.

The advanced analytic pieces of the CRM value chain perform mathematical treatment of data or text to reveal customer churn prediction, risk analysis and customer segmentation.

CRM Value Chain for Business Intelligence



ATM-SE fits into the Data Mining & Analysis links of the value chain giving the power to rapidly generate models to improve target promotions (Customer Segmentation and Scoring) and thus reduce mailing costs while maintaining or increasing promotion effectiveness.

Predictive Models can be developed for Response, Revenue, Profit, and more.

The IBM CRM value chain provides special value to our clients through deep analytic consulting and a wealth of intellectual property (assets).

ATM-SE has been implemented...

At one of the largest direct marketing companies in the United States, ATM-SE produced customer scoring models with greater predictive power ("lift") than all other methods (best of breed). The mining algorithms find segments that optimize the predictive power of linear and logistic regression models within each segment, for predicting sales/ mailing response, and payout. ATM-SE took no more than 48 hours to generate these models, as compared to the two weeks former methods typically took. Customer comparisons of the ATM-SE derived models with benchmark models showed ATM-SE systematically generated better models with more lift.¹ ATM-SE was carefully scrutinized by the customer and proved successful on such criteria as: ease of use, Graphical User Interface quality, Result presentation, Scoring capabilities, Analyst time etc.

Related IBM Software Products

DB2 Universal Database, Visual Warehouse, Makoro CRM Foundation

Related Information

White paper available soon.

An IBM Business Intelligence Innovation