



## USING DATA & ANALYTICS TO IDENTIFY YOUR BEST CUSTOMERS

### OUR CUSTOMER'S CHALLENGE:

A leading education publisher wanted to understand why business performance had changed. Specifically, they wanted to understand which institutions and education decision-makers were driving sales.

### HOW MCH HELPED:

MCH analyzed buying patterns and institutional elements over a five-year period to create a custom profile. Actionable market segments emerged that allowed our customer to identify buying habits and create personas of their ideal audience segments.

"MCH quickly provided us with critical business insight for a strategic meeting with executive leadership. The predictive analytics were spot on to help drive future revenue planning."

- CMO

### STEPS TO GREATER INSIGHT:

01

Segment customer file by product type, geography, buying patterns, and other classifications based on both clients and MCH attributes.

02

Define distinct market segments based on like characteristics, and capture how response behavior has changed over time.

03

Determine how individual attributes correlate to sales in each segment to identify the differences in buying behavior.

04

Provide a foundation for future analysis to include developing cluster analyses and look alike models to determine which products to sell to which customers - and at what time.

### OUR CLIENT VALUED THE RESULTS TO:

- Integrate behavior and opportunity data into their CRM.
- Identify ideal target personas.
- Analyze changes to buying behavior over time.
- Develop stronger sales and marketing programs.
- Focus on best growth opportunities.
- Identify cross-sell and up-sell strategies.
- Improve acquisition and retention rates.