

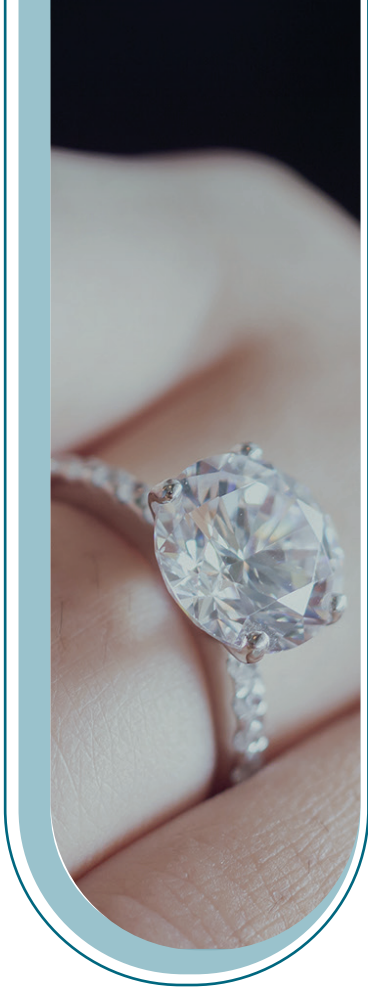


## DATAWATCH Intel™

### **Don't miss the moment**

Know the instant your audience  
encounters a big change





## Big changes have a ripple effect

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We have all been there as consumers. Major life changes beget even more changes! Becoming a parent can change how someone prioritizes even the smallest decision, like ordering a sandwich. A move is not simply changing four walls and a roof. It's updating everything from your insurance coverage to your dentist to your regular gas station.

### **When major life events happen consumers will make several new brand decisions**

The "scope creep" of change these consumers are experiencing makes them fantastic prospects for marketers. They are primed and ready to switch from their current provider, or ready to enter a new category altogether. Unfortunately this period of change is also when the competition is fierce. Brands need to bring their very best and most relevant offer immediately or risk losing their shot until the next big period of change arrives, even years down the road.

# Timing is everything

Customer churn is undoubtedly a huge issue for brands. With aggressive growth targets on their back, losing current customers can make marketers feel like the finish line is always out of reach. The real tragedy of churn is that it is typically avoidable!

Many brands are turning to sophisticated customer journey mapping exercises in order to solve their churn issues. Even though 34% of companies have tried, only 2% found that it successfully achieved their objectives. While analyzing the path your customers take to purchase is undoubtedly powerful and important to solve certain use cases, the major flaw is that it is merely focused on what already happened.

## Understanding that a customer or prospect had a major life event is interesting, but not actionable.



**34%**

**OF COMPANIES**  
TURN TO CUSTOMER  
JOURNEY MAPPING



**2%**

**OF COMPANIES**  
SUCCEED WITH CUSTOMER  
JOURNEY MAPPING



**60** SEC.

**UP-TO-THE**  
MINUTE CUSTOMER  
LEVEL INFORMATION

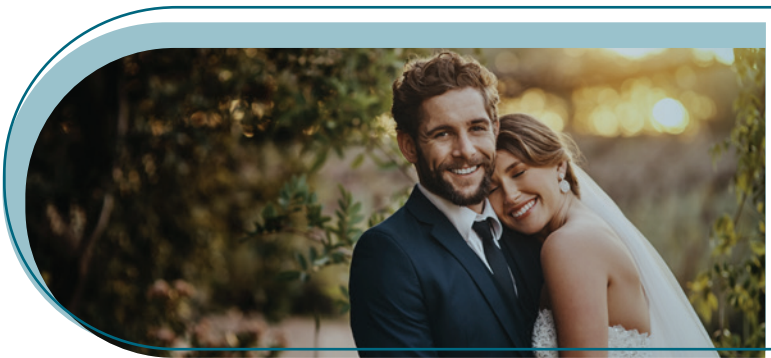
Understanding that recently wed women, aged 25-34 are at a high risk of churn is interesting. Knowing that your loyal customer Amy Jones just got married is actionable. The up-to-the-minute customer level information is needed, or the customer journey mapping investment is wasted.





# Let's get surgical to break new ground

Not all newlyweds or new movers are going to be ideal prospects for your brand. Simply jumping into a shared mover mailer program isn't going to solve your churn challenges. A more surgical approach is needed to take your metrics to new heights. Your team's investment in sophisticated modeling and segmentation shouldn't be siloed away from new tactics like life event monitoring. Layering both of these efforts together delivers even greater success.



**Sounds great, but how does it actually work?** Your team, with support from Speedeon, identifies the audience to be monitored by DATAWATCH: Intel. The audience, including your highest value customers or your most likely prospects, is continually monitored. Your team is notified if any changes to contact information or major life events occur to any of the records in the file. From there personalized, relevant and timely offers are possible across channels. Essentially the ultimate marketing triad is within reach - **you can reach the right customers at the right time with the right message.**

## Ready to stop looking in the rear-view mirror?

**It's easy to get started with DATAWATCH Intel.** Our subscription program starts with a strategy session to ensure the records monitored are high value for your brand. Free match tests for your audience are available. Once the audience is identified, Speedeon gets to work, continually monitoring for major changes that could prompt outreach from your brand. From there, our team is ready to help to ensure the best channels, frequency, and offers are applied to maximize your impact. **Your success is our success - let's partner!**



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