

How a Top Canadian Loyalty Program used Analytics to Save on Costs and Increase Profitability

The Company

This company is one of Canada's premier loyalty programs that has a growing network of 70+ partners, representing more than 150 brands in the financial, retail and travel sectors.

The Challenge

The loyalty program's marketing group was looking for a predictive analytics solution that would meet their needs, including:

- A software that could aid in segmenting its growing consumer responses to specific promotion
- A software that focused on predictive modeling and data exploration

With over 70 world-class retail partners, a plethora of data and a team of 14 analysts, the organization needed a reliable and versatile analytics software solution.

The Solution

The company selected Angoss KnowledgeSEEKER™ as their analytical tool of choice and were able to:

- Enhance their international customer loyalty marketing services
- Apply a two-tiered approach to customer response modeling and segmentation by applying Decision Tree models across customer data

The company had specific criteria in choosing an analytics software, and the Director of Analytics was somewhat biased towards choosing Angoss as he had "a very positive experience" using the company's software before joining the loyalty program.

"Amongst all of the software vendors evaluated, Angoss was the clear winner due to its superior Decision Tree interface, ease of use and economic value."

- Director of Analytics

The Result

In using KnowledgeSEEKER and formulating their two-tiered approach, the loyalty program saw notable results:

- **Implemented targeted campaigns to customers** who are **more likely to respond** to reward offers
- **More streamlined and successful marketing campaigns**

The company experiences cost savings and higher profitability with KnowledgeSEEKER playing a pivotal role in the program's on-going marketing success.

About Angoss

Angoss is a global leader in delivering predictive analytics to businesses looking to improve performance across risk, marketing and sales. With a suite of big data analytics software solutions and consulting services, Angoss delivers powerful approaches that provide you with a competitive advantage by turning your information into actionable business decisions.

Many of the world's leading organizations in financial services, insurance, retail and high tech rely on Angoss to grow revenue, increase sales productivity and improve marketing effectiveness while reducing risk and cost. Headquartered in Toronto, Canada, with offices in the United States, United Kingdom and Singapore, Angoss serves customers in over 30 countries worldwide. For more information, visit www.angoss.com.

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