

# Accelerate Performance through the *FUSION* of ROI-Growing Marketplace Tactics



**T**he centerpiece of the Phoenix Target Marketing Practice is ListOp<sup>sm</sup>, a patent-pending Phoenix Marketing International process that integrates market research data, customer and prospect data, and market insights into actionable record level models. Phoenix clients have experienced significant lift rates on customer acquisition, cross-sell and retention efforts, as well as developed ROI increasing customer segments, utilizing the Phoenix targeting optimization process.

## Patent-Pending ListOp Process

Phoenix Marketing International is one of the fastest growing market research companies in the US. Over the past ten years Phoenix has invested in building ListOp, our patent pending multi-dimensional modeling process. This process transforms strategic research insights into advanced analytic models. The models are then used to score your customer or prospect list turning your strategy into marketplace tactics.

The ListOP process starts with the design of the research methodology and survey. Our designs incorporate current behavior, intended behavior and drivers of these behaviors. Our unique combination of industry expertise and target marketing expertise allows us to collect insightful research information that can be transformed into tactical solutions.

The survey information is then combined with data from our third party partners and, when applicable, your CRM data. Our advanced multi-dimensional iterative modeling process delivers a powerful actionable model.



## Phoenix delivers tactical insights into customers and prospect:

Phoenix ListOp solution supports:

- Prospect Acquisition
- Customer Cross Sell
- Market Size and Forecasting
- Product/Service Ownership and Usage
- Propensity to Purchase
- Behavioral Segmentation
- Altitudinal Segmentation
- Attrition and Defection Programs
- New Product Targeting and Pricing



# Target Marketing Practice Overview



Phoenix  
Target Marketing



## Optimizer Overlays

Annually Phoenix conducts hundreds of thousands household surveys to measure attitudes and behavior in Investment Services, Credit Card, Retail Banking, Affluent, Automotive, Travel and Leisure, Healthcare, Media and Technology markets. All of this data is available to pass through our ListOp modeling process to produce proprietary scores. These quick, powerful and cost effective models are then overlaid onto your CRM and prospect solution. Let the power of our industry data and experts accelerate your business.

## Real Data = Real Results

For the past ten years, ListOp has supported our clients' efforts in prospect targeting, customer cross sell, segmentation, and market analytics. Real examples of past ListOp performance include:

- Cash Management Account Cross-Sell Model  
Lift = 291% over live sales rep control group  
76% of target hit with 30% of population targeted
- Credit Card Fee-Based Product Cross-Sell Model  
Lift = 213% over live mailing control group  
57% of target hit with 35% of population targeted
- Auto Insurance Cross-Sell Model  
Lift = 174% over live mailing control group  
58% of target hit with 35% of population targeted
- Business Credit Card Attrition Model  
Lift = 233% over live mailing control group  
59% of target hit with 30% of population targeted

## Accelerated performance through research

Through our syndicated and custom research services, the Phoenix Target Marketing Practice assists clients in turning insights into tactical go-to-market solutions.

The Phoenix Target Marketing Practice is a division of Phoenix Marketing International, one of the fastest growing marketing services firms in the United States and partner to many of the largest companies in the financial services, consumer package goods, automotive, and travel and leisure industries worldwide. Phoenix also offers advanced advertising and brand measurement along with direct marketing expertise. Phoenix has offices throughout the US.

Phoenix offers a unique combination of industry expertise, methods and consulting services, combining primary and syndicated marketing research expertise with database analytics and modeling proficiency. Applying this information assists clients in improving the profit dynamics of their business.

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# Phoenix.

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Accelerated Performance through Research

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