

Angoss Customer Analytics solutions provide predictive analytics insights to optimize every sales and marketing strategy in the customer lifecycle, including customer acquisition, development, and retention.

Accurately Segment and Target Prospects and Customers

Who are your customers? How do they purchase, keep or maintain, upgrade or stop using your products or services? How much will they spend across their lifetime as your customer?

Angoss Customer Analytics can mine transaction and qualitative data to define and describe your customer segments according to a number of metrics, and help you understand how your segments are growing or shrinking over time. This type of reporting allows you to plan, execute and validate acquisition, development or retention treatments and strategies according to your client segments – and track the success of your efforts as you move to ‘shape’ your business to focus on the areas of greatest profitability.

Focus on Your Customers Strategically

Marketing strategies empower you to maximize revenue and minimize churn by aligning your marketing activities and investments with customer and prospect targets, segmented and scored with Angoss Customer Analytics. Using the **Strategy and Treatments** module, you can uncover untapped cross-sell/up-sell revenue opportunities, evaluate campaign and marketing efforts based on predicted ROI, identify and manage your higher value accounts and take steps to reduce churn and improve retention.

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Key Features

- Customer Segmentation
- Marketing Strategies and Treatments
- Prospect Targeting and Scoring
- Program ROI

Score and Target Your Prospects for Growth

Used alone or in concert with Customer Segmentation or Strategies and Treatments, the **Targeting and Scoring** module of Angoss Customer Analytics provides business users with scored customer and prospect targets for their specific business goals. Angoss' scoring functionality allows sales and marketing professionals to achieve greater ROI by optimizing on sales and campaign targets that are predictably most likely to positively respond.

Offered through the Angoss Customer Analytics portal, users can quickly and easily generate, view, and export lists and reports that meet their target criteria. These results can be easily integrated into business applications, including customer relationship management (CRM) or campaign management systems.

Strategy and Treatments Benefits

- Maximize revenue and minimize retention risk by identifying prospects and customers that are predictive retention risks, and also targeting them for cross-sell or up-sell additional or higher value products or services
- Calculate predicted ROI for a given target group, and use ROI to strategically plan and prioritize your campaigns

Client Segmentation

- Understand the types and sizes of your client segments, their value to you and how these change over time
- Leverage segmentation reporting to strategically plan, execute and monitor the effects of your marketing initiatives on your customer types

Targeting and Scoring Benefits

- Quickly and easily generate, view and extract lists and reports in a business-friendly user interface
- Integrate results into existing business systems to cascade business intelligence throughout your teams and organization

For more information about Angoss Customer Analytics visit www.angoss.com.

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