

# KnowledgeSEEKER®

Condé Nast Publications Enjoys Superior Marketing Segmentation and Response Modeling with Angoss KnowledgeSEEKER



## Condé Nast

Committed to journalistic excellence, Condé Nast is home to many of the world's most celebrated magazines and websites, including such enduring brands as Vanity Fair, Vogue, GQ, Wired, The New Yorker and epicurious.com. Committed to journalistic integrity, influential reporting and superior design, Condé Nast publications feature renowned editors, writers and photographers and attract millions of dedicated readers to their pages and web sites week after week, and month after month.



As brand leaders in such a wide spectrum of print and digital media publications, Condé Nast maintains a vast and dynamic base of subscribers across multiple geographies and demographic audiences, both in print and online channels. Ensuring appropriate subscription marketing programs are developed and targeted to the

right audiences is a critical component of the Condé Nast business model to ensure growth targets are met in their readership and online communities.

With a well-developed in-house marketing analytics team, Condé Nast was looking to extend their capabilities with a better application for segmentation and response modeling that would allow them to leverage existing investments in data management tools. Ease-of-use and ease-of-integration were key evaluation criteria for Condé Nast, and after a process that allowed them to evaluate multiple vendor solutions, they selected KnowledgeSEEKER. KnowledgeSEEKER includes key functionality for marketing analytics, including data profiling and visualization, decision tree segmentation and automated code generation for analytics deployment.

"We needed a best-in-class segmentation application that allowed us to develop better marketing response models," related Steven Schuessler, Manager of Analytics at Condé Nast. "The ease-of-use offered by Angoss coupled with the fact we could bring data into the system from a variety of sources and formats allowed us to leverage our data preparation tools and distinguished it from competitive products."

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Condé Nast was also clear that they were looking for supervised classification, not regression-based solutions. Angoss' decision trees, with their flexible use of multiple options and business-friendly controls, were exactly what they needed.

Given their resource demands on the application, Condé Nast opted for a client-server configuration of KnowledgeSEEKER. Among the first to implement KnowledgeSEEKER on a 64-bit Redhat Linux platform, Condé Nast worked with their application hosting provider to install and configure the application to connect with their customer data. “Throughout the implementation process Angoss technical services were very helpful and accommodating,” said Schuessler. “Our implementation on a remote, 64-bit Linux environment introduced some complexities which the team helped us work through very quickly.”

Following only a few months in operation KnowledgeSEEKER was returning dividends for the Marketing Analytics team at Condé Nast. Results from multiple decision tree models were being deployed by their direct marketing groups for segment-based response targeting, with additional strategies planned in waves in the upcoming future. “We exceeded expectations in our initial projects using KnowledgeSEEKER”, recalled Schuessler. “Response segment models were developed and tested quickly and efficiently, and the resulting rules developed for our direct marketing team were delivered ahead of schedule. Our next step will be to automatically generate lists and deployment code for our segments from within the application”

While Condé Nast continues to work with KnowledgeSEEKER to support their subscriber growth objectives, they are also investigating new ways to use the application to provide value to the teams they support.

“ Angoss StrategyBUILDER has resulted in a real reduction in strategy development time.”

“Our outbound marketing programs generate a lot of response data, and I’m now investigating the use of Angoss’ decision trees to segment and understand key drivers of campaign response. This would offer valuable and novel insights to our direct marketing work in email,” said Schuessler. “The capabilities in KnowledgeSEEKER align well with our business and operational goals, and I look forward to our continued use of the software to help improve business results.”

## About Angoss Software

As a global leader in predictive analytics, Angoss helps businesses increase sales and profitability, and reduce risk. Angoss helps businesses discover valuable insight and intelligence from their data while providing clear and detailed recommendations on the best and most profitable opportunities to pursue to improve sales, marketing and risk performance.

Our suite of desktop, client-server and in-database software products and Software-as-a-Service solutions make predictive analytics accessible and easy to use for technical and business users. Many of the world's leading organizations use Angoss software products and solutions to grow revenue, increase sales productivity and improve marketing effectiveness while reducing risk and cost.

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