



Customer Profile Analysis



Direct List Technology, Inc.

Here to Help with ALL your Mailing List Needs

714.772.3282

Quick – Easy – Accurate & Cost Effective Marketing Analysis Tool to Find your Best Prospects

WHY USE CUSTOMER PROFILE ANALYSIS?

Profiling your customers is an important strategic marketing tool that you can use to select your best prospects and develop the appropriate marketing message and create the proper direct marketing communication piece.

Your Customer Profile Analysis could show, for example, if 85% of your customer are seniors, own their own homes, have income level of \$50,000+. You would select your prospecting list according to those characteristics, Age 55+, no renters, income levels of \$ 50,000+. From this information you would also design your piece and offer to match the senior mentality to get the best response and ROI.

WHO COULD BENEFIT FROM CUSTOMER PROFILE ANALYSIS?

Anyone that mails frequently and want to improve their marketing efforts to improve response and ROI. Their customer database should have a minimum of 5,000 records. To perform the analysis only the Name, Address, City, State and Zip Code are required.

PRICING

Please contact us for specific pricing and order requirements.

WHAT IS CUSTOMER PROFILE ANALYSIS?

It is an analysis tool that helps you understand the characteristics of your current customers so you can identify others in your trading area that could also become your "best customers".

Knowing the distinctive characteristics of your current customers enables you to determine who are the "best prospects" in your trading area.

This analysis will help you target your best audience, with the right message and creative and allow you to market more intelligently market to improve response and ROI.

CHARACTERISTICS INCLUDED IN CUSTOMER PROFILE ANALYSIS:

Gender, Age, Income, Home Value, Wealth, Household Type, Length of Residence, Dwelling Type, Home Ownership, Marital Status, Number of Children, Direct Mail Responder, Interests, Niches [Lifestyles]. Region of the Country,

YOUR PROFILE ANALYSIS SPECIALISTS:

Please contact: Lyn, Edette, Corine, Christa

@ Direct List Technology for further information.
Fax: 714.772.6947 Email: info@directlist.com
www.directlist.com

We have been working with and analyzing customer lists for over 22 years.
You will be surprised at the things we can do for you with your customer list!!
Call for Special Needs TODAY! 888.772.6947