Iwanicki Direct

identify your customer

The more you know, the more you sell

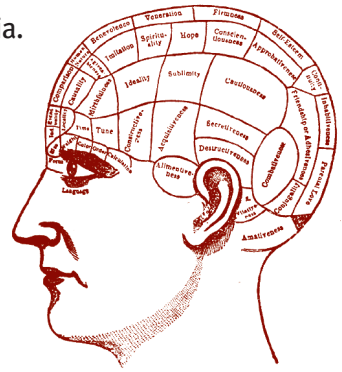
Your customer information is the foundation of your marketing and customer relationship efforts. You can dramatically improve your marketing and relationship initiatives when you fully understand your customer data. Using advanced segmentation and modeling techniques, in combination with outside data and an expertise in the direct marketing field, iD can help you understand your customers and improve the performance of your marketing programs.

No matter your analysis needs, iD has an offering designed specifically for you.

Data Portrait Analysis

A DPA provides an extensive demographic and lifestyle portrait of your customer portfolio or responder file. It is an excellent instrument for understanding what your customers "look" like, learning who responds to your offers and discovering more about your best customers.

Electronic DPAs analyze two or more populations, such as responders versus non-responders. The EDPA is an intelligent tool for better understanding customers, as well as getting a jump-start on a modeling project or creating list selection criteria.



Nation Reference File DPA compares the customer file to a nation reference file.

Special Reference File DPA compares the customer file to any special reference file other than the nation reference file (e.g. geographic area, other customer segments, etc.).

House Hold Segmentation System Portrait Analysis

A segmentation system portrait analysis enables you to quickly understand who your customers are with 70 cluster segments. Through a series of standard reports, you can gauge who your best customers are, understand their purchase behavior and media preferences as well as recognize geographic concentrations of targeted clusters.

To learn more about how iD can help your business, please contact an iD consultant at 303.282.1063 or go to iwanickidirect.com

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