



## Insight Model

**Entiera Insight Model** empowers business users to build and maintain statistical models to improve campaign performance and customer insight.

### Run the Data, Win the Race

Insight Model provides a complete set of features that give you the power to embed data mining seamlessly and invisibly into your marketing processes.

Entiera's next-generation technology automates processes that are manual, iterative and highly time-consuming in first-generation data mining applications. The core component of our solutions is a patented data mining technology based on ground-breaking mathematical thinking. Our applications are easy to use and put the power of predictive analytics in the hands of business users as well as giving analysts and statisticians the productivity tools they need to add additional value to the company by addressing more and more areas of research.

Entiera's customers typically experience dramatic improvements in business performance as a result of modeling at levels of detail that were previously impossible using first-generation tools. Our customer's analysts typically are able to create, deploy and manage vast numbers of models in a fraction of the time it previously took to create and deploy only a few. The technology gives you power and the flexibility to anticipate and react to changes in the market, to understand, predict and manage the customer relationship and to discover and manage the performance indicators that drive real improvements in your marketing eco-system.

Insight Model is the next generation for marketing. Empowering the business user to drive solid results across all marketing channels using the right tools for success.

Integrated  
Statistical Analysis  
improves campaign  
performance and  
provides a clear  
view of your  
customer.

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## Customer Lifecycle Analytics

At each stage of the customer lifecycle, you must make a decision about whether to actively try to acquire or retain that customer, or whether to let that customer go because they are not likely to meet profitability goals. For customers identified as targets for retention, cross-sell or acquisition, performing a predictive analysis of what products and services to offer through which channels can drive huge results for your company.

Many businesses rely on first-generation data mining tools for this predictive analysis. While these are a step up from backwards-looking Business Intelligence tools, they are better suited to the glacial pace of academic research than to the breakneck speed of your business environment.

Creating, tuning, testing and applying individual models with these first-generation tools is a manual, iterative and time-consuming process and can take weeks to generate a highly accurate model. A large staff of highly-trained statisticians and modelers would be required to create the very large number of models necessary to effectively manage customer lifetime value with those first-generation tools. And keeping the models updated would consume nearly the same resources as was required to build them in the first place.

Most marketing budgets are not sufficient to support the large staff required to create and maintain the models necessary for such a daunting task. Consequently, your efforts are often based on the hope that the rest of your customer segments will act like the limited few your analysts were able to model. Your marketing campaigns and customer retention programs will perform up to a certain level, but no better.

Entiera Insight Model overcomes the limitations imposed by existing modeling tools. Our customers often experience 200-300% increases in overall campaign performance over existing methods resulting in large increases in profitability.

## KEY FEATURES

**Easy to Use Interface:** Wizard driven statistical modeling tools enable business users to drive real results.

**Powerful Statistical Analysis Tools:** Intense Statistical algorithms to ensure that your models are true and correct.

**Cluster Based Analysis:** Use the tool to define your strategic segmentation strategy.

**Customer Lifecycle Analysis:** Drive results at all stages of the customer lifecycle and channels.

**Response Models:** Drive more results from fewer mailings through accurate predictive models.

## Campaign Response

The use of Entiera Model for improving campaign response is applicable for any direct marketing campaign where responses from a test campaign or applicable previous campaign have been collected. This is one of the most common and well established uses of data mining.

Entiera's Robust Regression technology is exceptionally well-suited for targeting a broad array of direct marketing campaigns. Everything you know about your prospects or customers may be applied when designing the predictive models. Thousands of models using thousands of attributes can be trained, deployed, and refreshed on a regular basis to ensure that the maximum business value is obtained from the available data.

## Propensity Models

In many direct marketing situations, responses from a previous campaign are not available or relevant. For these cases, data mining is used to determine the "propensity" or "likelihood" of an action, such as becoming a customer (acquisition), buying a product (cross-sell) or canceling a service (attrition). Customers or prospects with a high propensity are then targeted with a campaign.

With Insight Model's Robust Regression technology, improving campaign performance with a propensity solution is just as easy as for campaign response. In fact with Insight Model, the workflow is exactly the same. Everything you know about your prospects or customers may be applied when designing the predictive models. Thousands of models using thousands of attributes can be trained, deployed, and refreshed on a regular basis to ensure that the maximum business value is obtained from the available data

## About Entiera

Entiera is a premier provider of the industry's first On Demand Marketing Platform. The Entiera suite offers a comprehensive set of capabilities that include campaign management and automation, event based marketing, marketing analytics and modeling and direct access to the Entiera Marketing Universe, a comprehensive business and consumer prospect database. Entiera was founded in 2006 and is headquartered in Minneapolis, MN with offices in Providence, Denver, London and Bangkok, Thailand. Entiera services over 125 customers worldwide and is poised to revolutionize the Enterprise Marketing Platform industry.

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