



**CUSTOMER
CONTACT
INSIGHTS, INC.**

Your Contact Strategy **HORSEPOWER**

MARKETING STRATEGY

Case Study

The Problem:

- ***A printing company was introducing a new technology. They needed a better understanding of which existing customers would be most likely to purchase the new technology.***
- ***They were also interested in identifying new prospect markets to target in an effort to increase overall revenues without increasing their overall marketing budget.***

The CCI Solution

CCI conducted a statistical analysis of the company database of current customers to identify which customer segments would be most likely to purchase the new product. As part of the analysis, CCI appended profile information to the database including business firmographic and economic indicator information.

CCI developed customer profiles to better understand what the customer segments 'looked like'. The profiles were used to develop a targeted marketing campaign with personalized communication based on market segment and purchase propensity as well as individual personalization.



The Client Benefit

As a result of doing the segmentation and profiling, the company was better able to identify and prioritize their existing customers who were most likely to purchase the new print technology.

CCI worked with the company to develop a targeted marketing campaign to their existing customers and prospects who matched the profile of customers likely to purchase.

The company was able to conduct this highly successful direct marketing campaign without increasing their overall budget by directly target fewer companies who were most likely to purchase.



For more information, go to www.cicrm.com or call 1-812-623-8778