



Transforming Customer Intelligence into Revenue

## **VueLogic, LLC**

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Increasing Revenue with Customer Intelligence

# VueLogic - Who are we?

- Atlanta, GA based company, focusing on social networks, online retailers and premium content providers, VueLogic captures and analyzes customer data from multiple sources and domains.
- We return an individual consumer score and profile, allowing our clients to create relevant messaging and offers that increase customer conversion and retention.
- For the first time, companies can increase revenue and loyalty with differentiated messaging based on actual consumer transactions and preferences.

# The Challenge: Marketing that Works

## Aberdeen Report, “Data Driven Revenue”

- 46% of consumers unsubscribe to email offers because they are not relevant
- 22% of consumers who receive irrelevant email or direct mail decided to no longer purchase from that company
- 30% of consumers who receive personalized offers from a retailer they frequent are inspired to return to that retailer over the competition

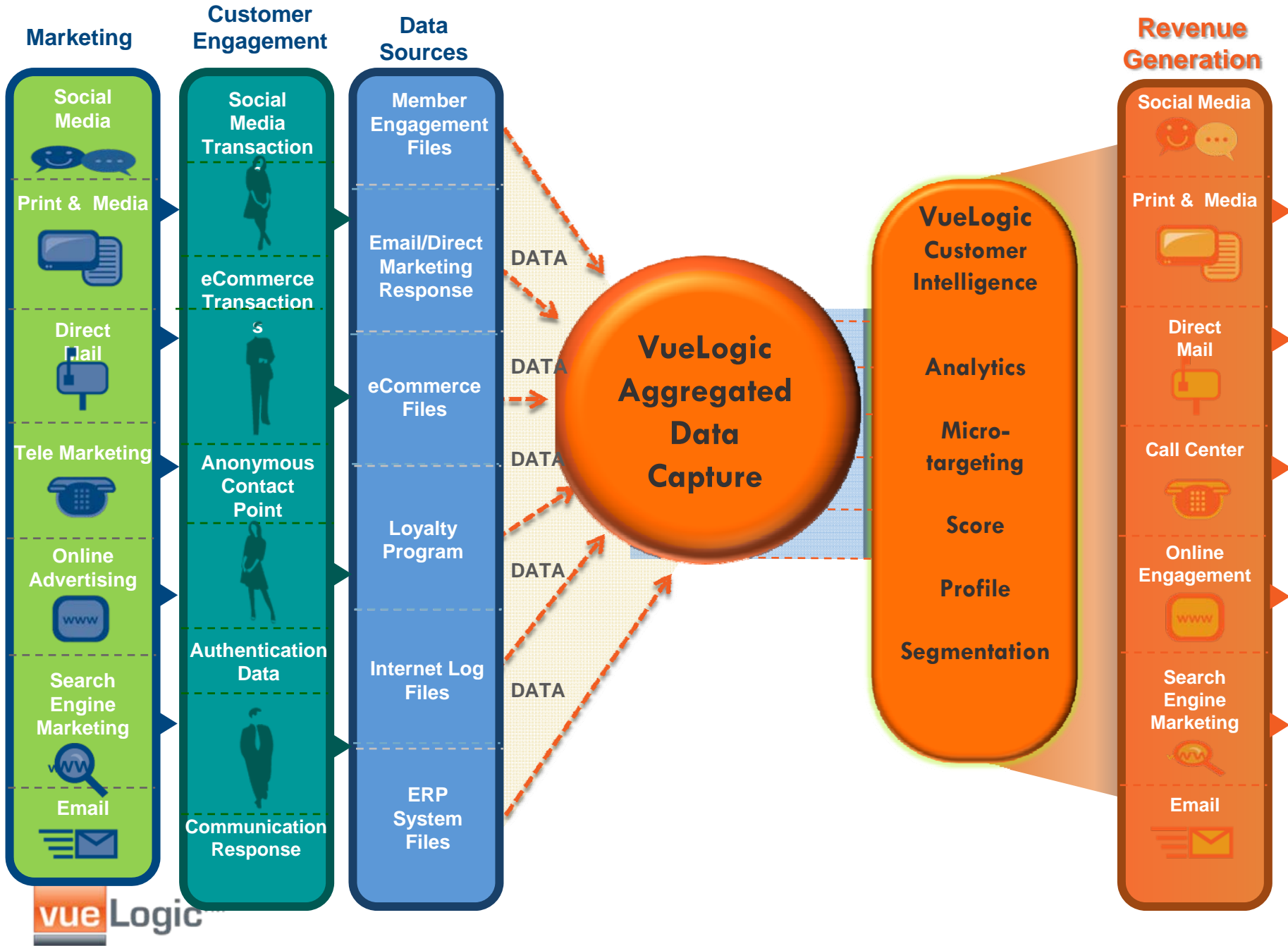
***Consumers are tired of the volume of mass messaging and respond negatively to messages and offers that are not relevant***

# Key Objective: Retain and Attract Customers

## CMO Council Report, “Routes to Revenue”

- 60% of companies are trying to improve customer segmentation, profiling and targeting
- 76% are focusing on identifying and consolidating what they know about their customers for relevant messaging

***We help companies leverage the data they have to understand and accurately target relevant messaging, content and offers***



# VueLogic's Solution

## **Superior return on marketing and technology investment**

- ***A single view of all customer interactions – no matter how or where they connect with you***
- ***Offer differentiation based on actual Customer Value***
  - ▣ ***Identification of the trigger point to increase conversions***
  - ▣ ***Multi dimensional micro targeting to increase lift***
- ***Predictive analytics based on individual buying patterns to increase revenue***

# VueLogic – Customer Case Study

- ❑ **Franchise Retail Company with 240+ brick and mortar locations worldwide with limited online transactions. Authenticated customer data collected across systems**
- ❑ **Objective:** Corporate marketing needed targeted marketing to attract new customers and reengage existing customers
- ❑ **Challenge:** Shrinking resources and lack of customer response to traditional marketing
- ❑ **VueLogic Solution:** Using existing data, provided a low cost aggregation, analytics, micro targeting and scoring solution for targeted messaging and offers.
- ❑ **Results:** Integrated marketing that accurately targets, measures and refines offers

# How is VueLogic Different?

**Unlike data warehousing and behavioral targeting technologies, VueLogic:**

- **A low cost, easy to implement SaaS solution that integrates into existing marketing operations**
- **Leverages Authenticated Customer Data**
  - **No cookies or embedded code to maintain**
- **Privacy Compliant (meets EU DPA Standards)**
- **Utilizes Cross Domain customer engagement data**

***Predictive, Actionable insight for truly  
targeted marketing***

# VueLogic – Transforming Customer Intelligence into Revenue

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