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Selecting customers for marketing campaigns involves a number of steps to ensure that the right message is delivered to the right contacts.

The Selection Planner application, part of the Alterian Integrated Marketing Platform, provides a robust fulfillment planning tool to generate and manage large numbers of selections. By incorporating complex selection criteria into the overall campaign management process, more effective and efficient programs can be designed, executed, tracked and analyzed.

This report consists of a variety of case studies where Selection Planner was benchmarked against similar solutions. The results show that Selection Planner far outperformed the existing implementations, in some instances reducing the time taken to create and process campaigns by hours, or even days, and concurrently reducing the human resource requirement.

The case studies demonstrate how Selection Planner has set new industry standards by improving the campaign execution process. Selection Planner reduced campaign creation and execution times, increasing both client and service provider satisfaction.

BENCHMARK DATA

Database Size:

6 million individuals

Promotion History Records:

500 million

Campaign Complexity:

5,000 query conditions

Typical Campaign Output:

800,000 records

Resource Savings:

Campaign Creation:

| Old Solution | Selection Planner |
|--------------|-------------------|
| 3 days | 2 hours |

36 Times Faster

Campaign Execution:

| Old Solution | Selection Planner |
|--------------|-------------------|
| 13 hours | 8 minutes |

97.5 Times Faster

New Operational Efficiencies surpasses Industry Standard

Complex campaign process reduced from 13 hours to only 8 minutes with Selection Planner

The Challenge

One of the largest privately held mail order companies communicates with over 6 million customers via direct mail. This client was formerly supported by an outsourced mainframe service.

The mail order company was required to process over 70 complex campaigns in any given month which was proving to be challenging within the mainframe environment as each campaign could take up to 13 hours to process.

The outsourced provider looked to Alterian to expedite the campaign processing utilizing Selection Planner.

Test Objectives

The outsourced provider created goals for the test:

- Simplify campaign rule building
- Reduce campaign rules input time
- Utilize less technical resources
- Faster turnaround for campaign results

Test Creation

The test used standard Intel based hardware running the Microsoft Windows operating system. The database contained 6 million individuals with history of 500 million promotions. The test incorporated 800 cells.

Results

A huge time savings was experienced during the test. The time taken to originally process complex campaigns was reduced from 13 hours to only 8 minutes.

The test also demonstrated to the outsourced provider that the conversion and creation of client segmentation rules could be performed in Microsoft Excel and imported into Selection Planner. The overall analysis count and selection process became truly iterative with only 8 minutes between iterations of counts.

Conclusion

The project resulted in a dramatic increase in both campaign processing efficiency and client satisfaction. The reduction in operational overhead discovered during the test is setting a new industry standard.

BENCHMARK DATA

- Database Size:**
2.5 million individuals
- Promotion History Records:**
200 million
- Campaign Complexity:**
10,000 orders per year over 120 managed databases with 20 concurrent users
- Typical Campaign Output:**
Between 10,000 and 0.5 million records
- Resource Savings:**

Campaign Creation:



Campaign Execution:



Scalability of Multiple Campaigns

Selection Planner establishes a more scalable environment with a flexible and robust data in addition to reducing technical skills sets

The Challenge

A leader in magazine, membership and product fulfillment services provides list rental, management and research projects for the publishing sector.

This client generates approximately 10,000 orders per year against 120 different databases. Order processing was previously done in a mainframe environment. Simple lists were time consuming and complicated to create.

The service provider looked to Alterian for a scalable solution to move from a mainframe environment to a low-cost server platform with a clear, graphical interface to pull simple and complex lists. The solution had to scale to over 20 customer service representatives, whose job it was to increase subscriptions by up-and cross-selling.

Test Objectives

The client created goals for the test:

- Creating a more scalable solution
- Lower hardware costs
- Simplify the overall process
- Decreasing technical skills required for querying

Test Creation

For the test, the data was moved from a mainframe environment to a mid- range database server. Migrating the data away from the mainframe alone reduced their costs by millions of dollars.

The test would incorporate 20 customer service representatives who were asked to log in to the same database and simultaneously execute a large, complex test campaign.

Results

The test established that Selection Planner is a scalable environment for the internal list rental and fulfillment department, as well as a more flexible and robust data environment. Proving a reduction in skill set to 'pull lists', including faster execution of counts and list pulls. Hardware costs and existing staff were reduced by 50%.

Each user's CPU utilization was more efficient and faster as the number of concurrent executions increased. See table 1 below.

| # Concurrent Executions | Elapsed Time | User/CPU Time |
|-------------------------|--------------|----------------|
| 2 | 8:33 | 4.28 mins each |
| 5 | 11:49 | 2.36 mins each |
| 10 | 21:02 | 2.1 mins each |

Conclusion

The project yielded a highly tuned operational list fulfillment system driven by Alterian technology. It also allowed greater client input (which created a loyal clientele) and proved vast scalability for large, concurrent list selections.

BENCHMARK DATA

Fastest Execution of Complex Multi-cell Campaigns

Critical gains in database functionality delivered with Selection Planner

Database Size:

26 million individuals

Promotion History Records:

80 million

Campaign Complexity:

423 query conditions

Typical Campaign Output:

6.1 million records

Resource Savings:

Campaign Creation:

| Old Solution | Selection Planner |
|--------------|-------------------|
| 48 hours | 8 hours |

48 hours

8 hours

6 Times Faster

Campaign Execution:

| Old Solution | Selection Planner |
|--------------|-------------------|
| 2 days | 5 minutes |

2 days

5 minutes

576 Times Faster

The Challenge

One of the nation's largest database marketing agencies maintains a marketing database and processes campaigns on behalf of its client, a large financial services client. Their challenge was to reduce the amount of time and manual processing required for entering and managing the campaigns.

The internal process was cumbersome with many SQL programmers manually creating and executing native SQL statements to process their campaigns. Large and complex campaigns would take up to two full days to execute. The agency looked to Alterian's Selection Planner application to help reduce this two day lead time for campaign creation as well as decrease the vast amount of human resources required.

Test Objectives

The agency established test goals:

- Reduce the time taken to input campaign rules
- Decrease staff's skills for segmentation rule creation
- Remove the dependency on SQL programmers for query creation
- Transfer query creation to the end user

Test Creation

The test used standard Intel based hardware running Microsoft Windows operating system. The test database accommodated 26 million customers, 30 cells and selected over 6.1 million households for the campaign.

Results

The test campaign was executed in just 5 minutes using Selection Planner compared to 2 days in the legacy system. Enabling the client to execute campaigns using fresh real time data.

SQL programmers were no longer required for processing the campaigns. Overall complexity of the campaigns was reduced and end user began to run their own counts. A reduction in people skills required to create campaign selection rules was, also encountered due to ease of use and the drag & drop functionality. 60% reduction of internal labor components for campaign costs was anticipated.

Conclusion

A highly successful test resulting in a reduction in campaign execution, internal costs and manpower to produce campaigns coupled with increased employee satisfaction levels. Operational efficiencies were improved and critical gains in database functionality were delivered. Development speed was increased and enabled faster execution of complex, multi-celled campaigns.

Alterian Case Study

Selection Planner Benchmark

About Alterian

Alterian

Alterian (LSE: ALN) empowers marketers with an integrated marketing software platform combining database, online and operational marketing applications on a shared data infrastructure. The Alterian Integrated Marketing Platform makes it practical and cost effective for marketers to use actionable insight to execute an integrated marketing strategy across online and offline channels.

It is the unique integration of analytics, content and execution through Alterian's industry leading tools, such as the Alterian Messenger email platform, and the award winning Alterian Content Management solutions, which enables marketers to drive a seamless, multi-channel customer experience.

Alterian's analytically-led software is delivered to approximately 1,000 marketing departments, across 26 countries, and an international network of more than 100 business partners, including marketing services providers, agencies and systems integrators. Its partners, such as Accenture, Acxiom, Allant Group, Cap Gemini, Carlson Marketing, Experian, Epsilon, InfoUSA, LogicaCMG, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own domain and services expertise to help market leaders such as Princess Cruises, General Motors, Zurich, Astra Zeneca, HSBC, Limited Too, AEGON, Avis, Worldwide Wrestling Entertainment, Dell, Amnesty International and Vodafone integrate marketing processes and drive competitive advantage.

For more information about Alterian, products within the Alterian Integrated Marketing Platform or our Partner Network, please visit www.alterian.com

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