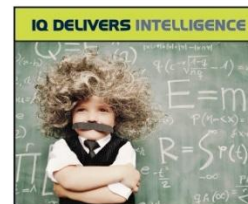
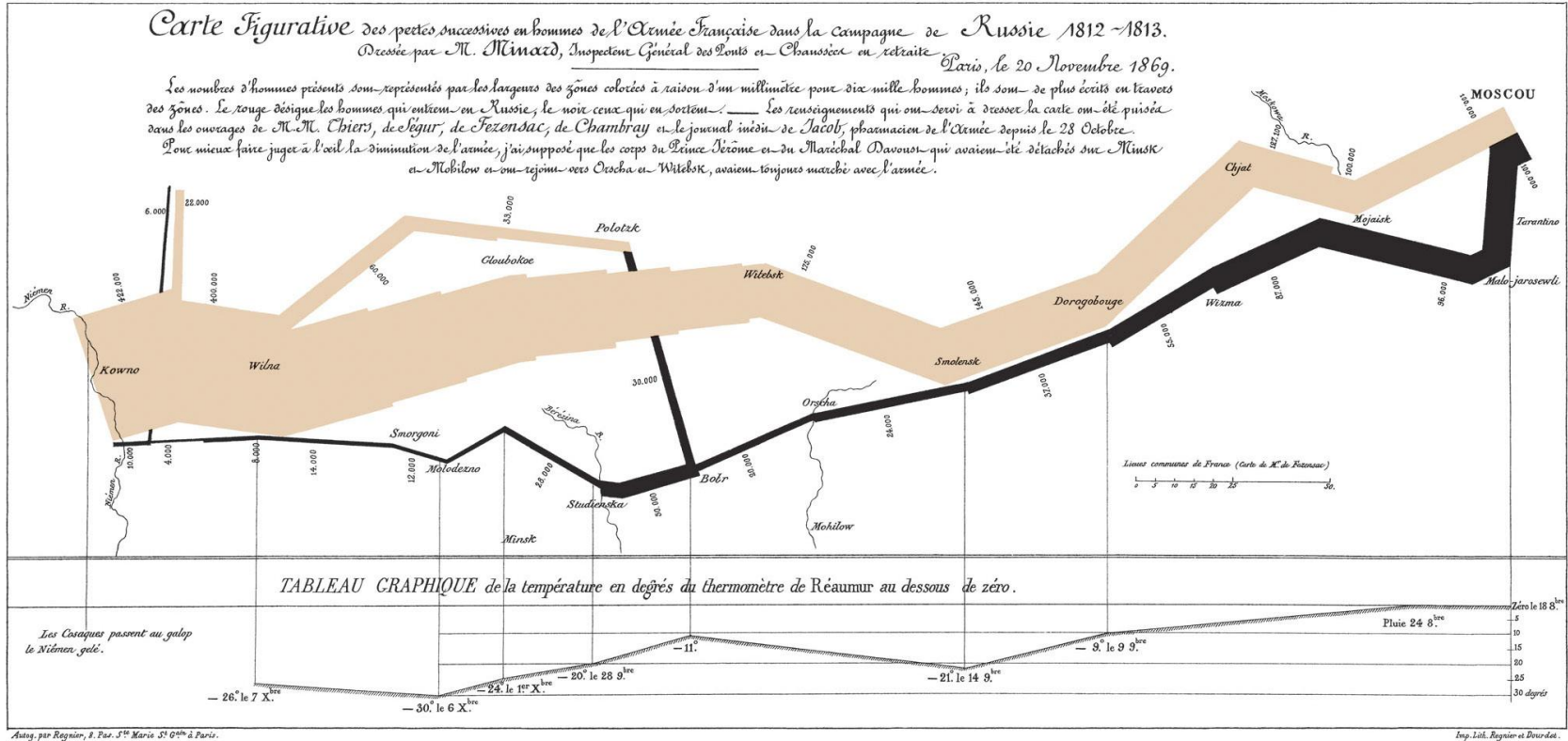


Getting an Energy Boost

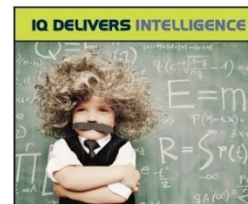
Improve Your Performance through Data Analytics





MINARD 1868

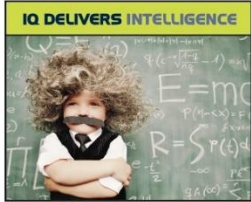
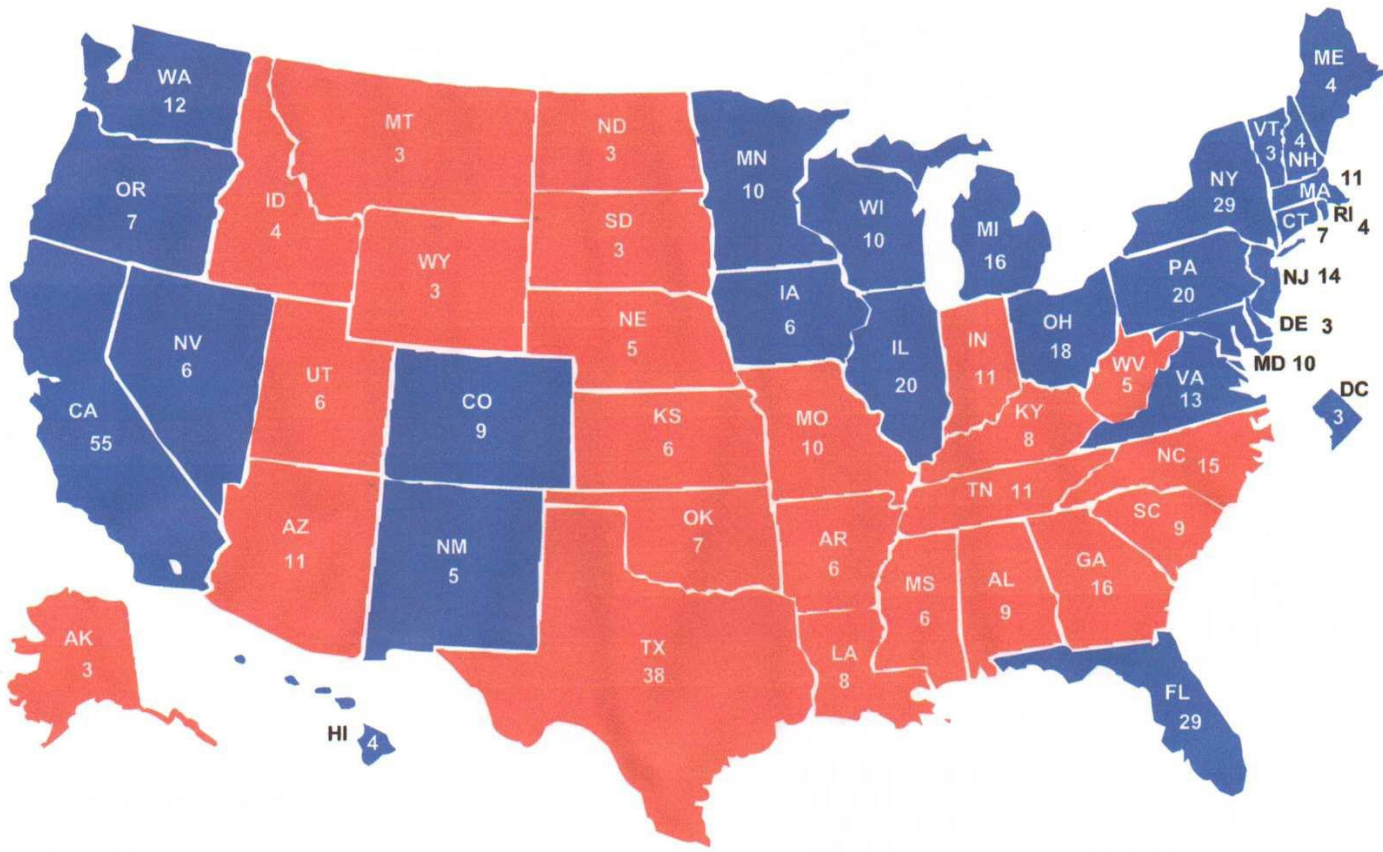
www.iqdelivers.com



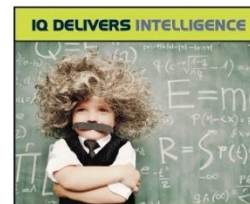
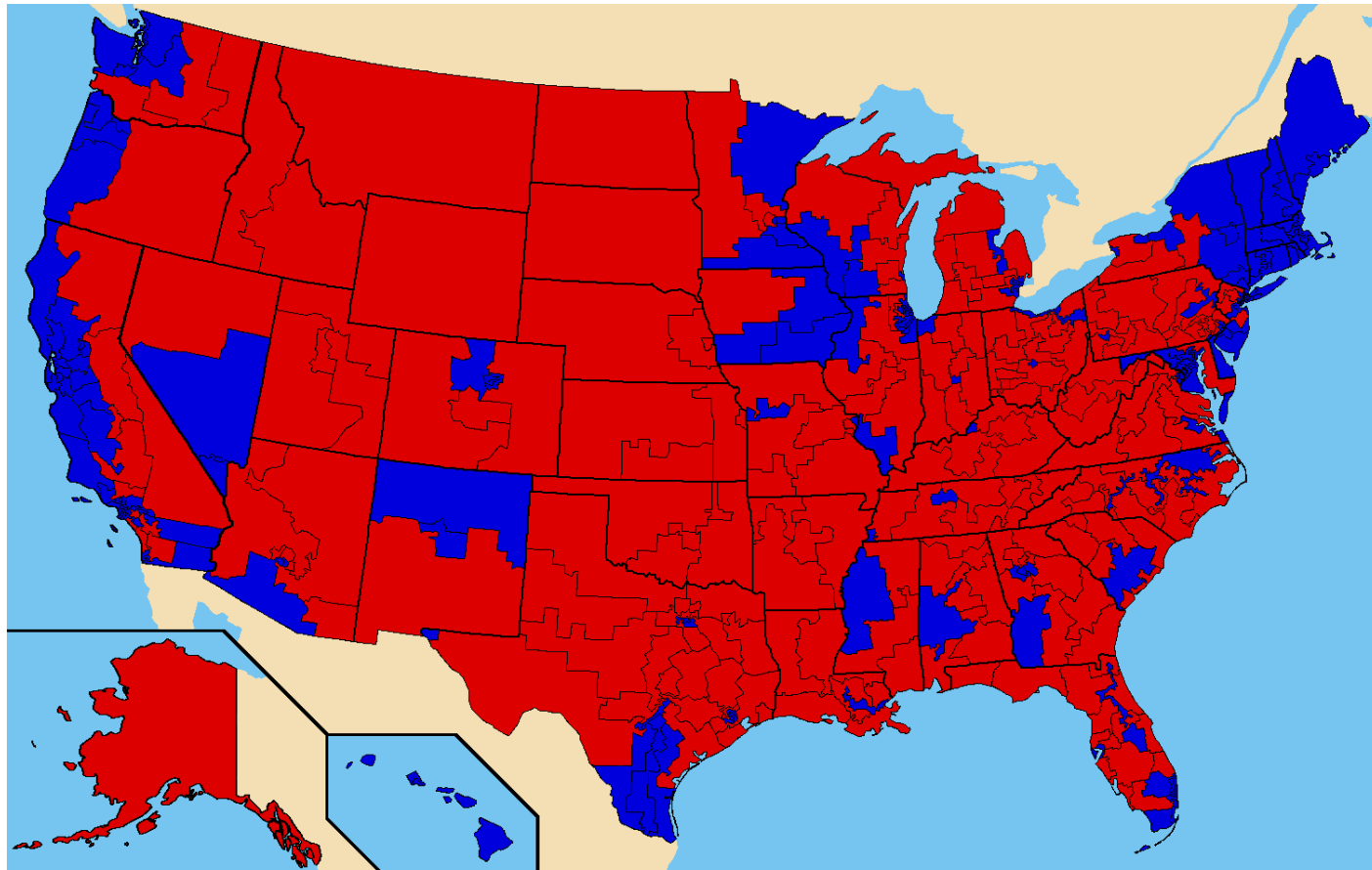
IQ DELIVERS IMPACT

DATA ANALYTICS | STRATEGY | SOLUTIONS | EXECUTION

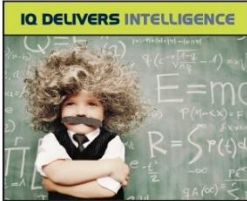
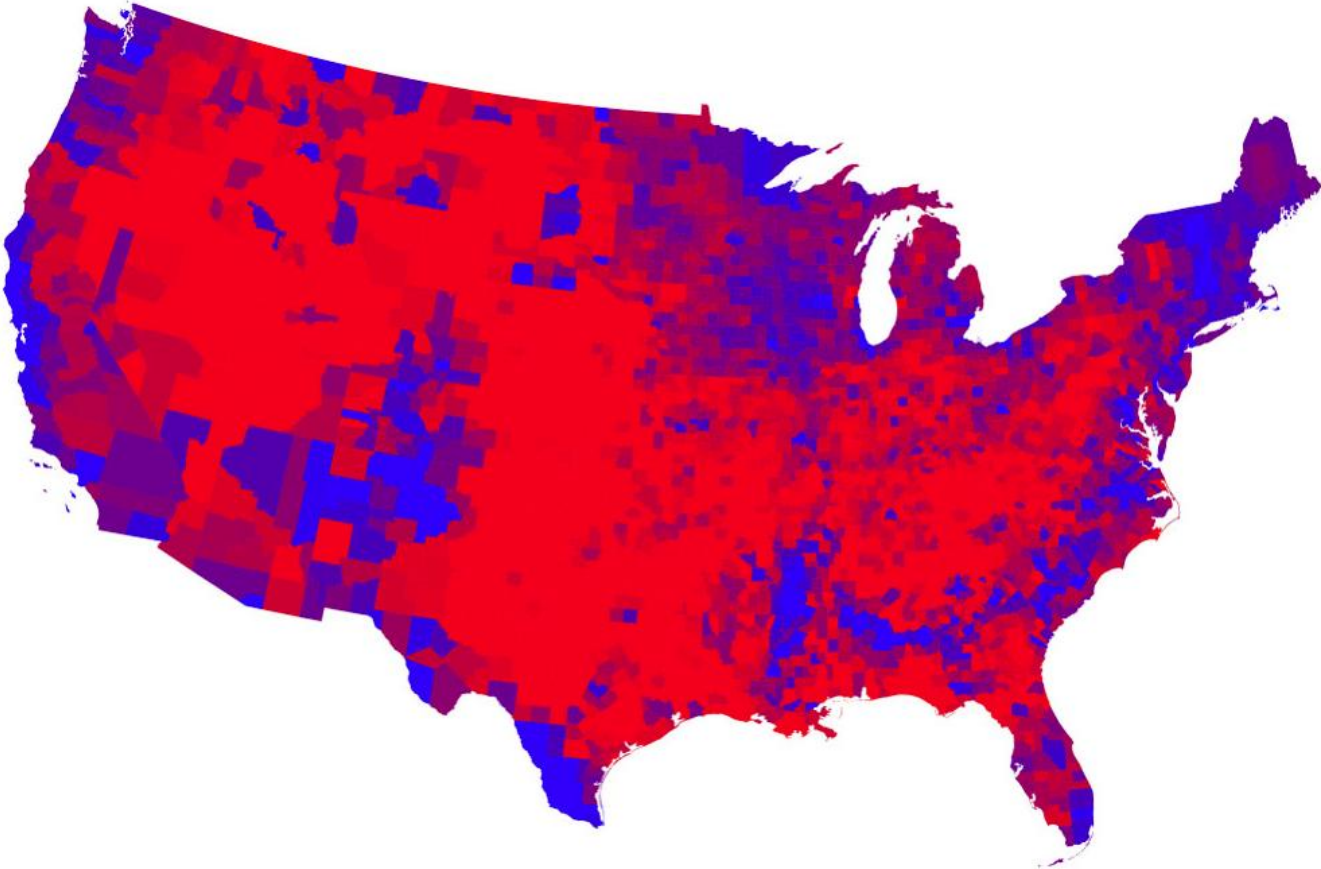
2012 ELECTION TRADITIONAL



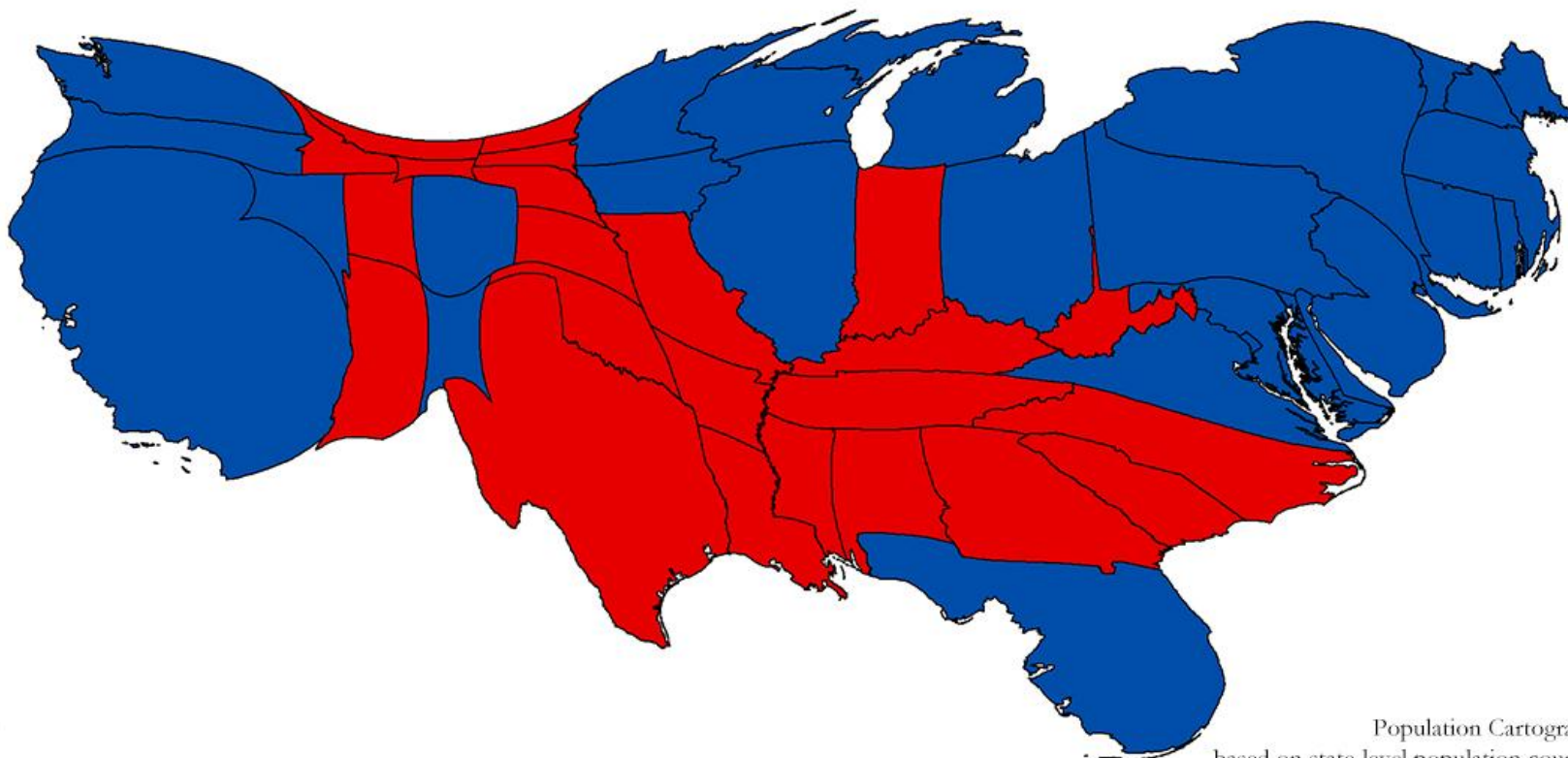
2012 ELECTION BY CD



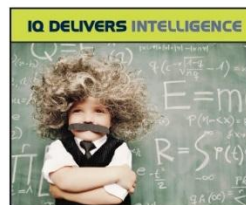
2012 ELECTION BY ZIP



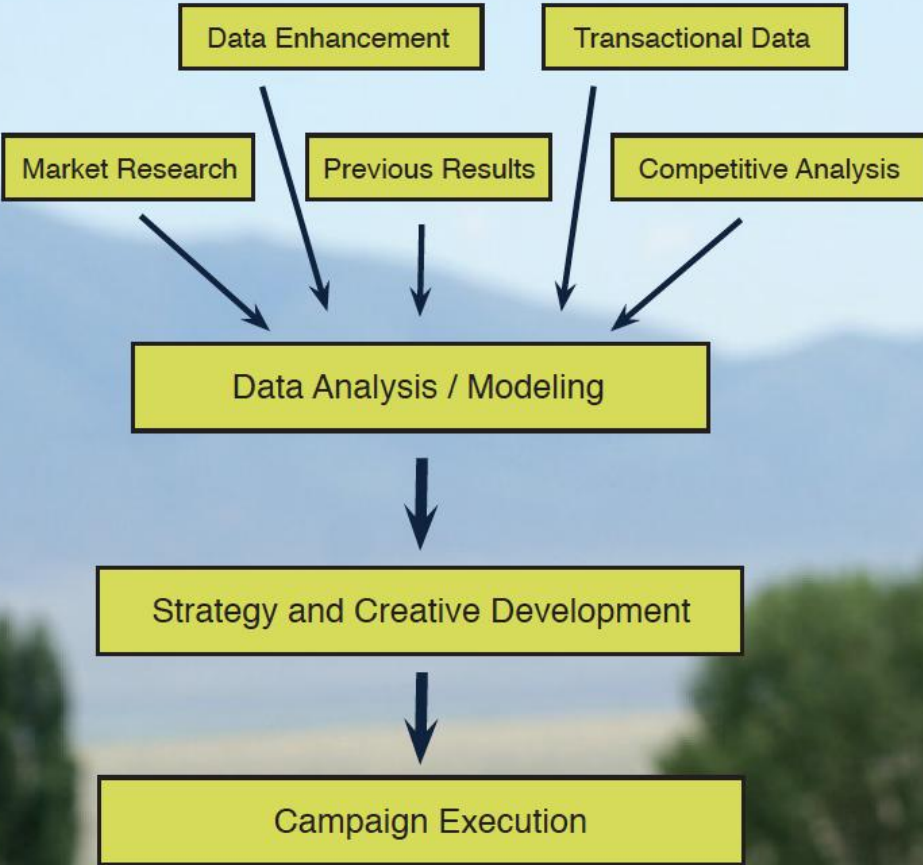
2012 ELECTION BY ELECTORAL



Population Cartogram
based on state-level population counts



ANALYSIS TO EXECUTION



EVERY RECIPE IS UNIQUE



PROFILES

How does your audience measure up to nationwide consumers... local consumers... purchasers or non-purchasers...or any other audience you would like to compare?

PROFILES are a fast, inexpensive way to learn about your audience.

DECISION TREES

Understand the specific demographic, transactional, or psychographic data that determines a customer's likelihood to take a desired action - right down to the individual data point.

There is no deeper look at customer actions and reactions than **DECISION TREES**.

CLUSTERS

Segment your audiences by common characteristics to personalize renewals, prioritize product offerings, and more.

Clients who have leveraged **CLUSTERS** have seen response rates improve by as much as 22%

CLONING

Do you have a valuable member, donor, or customer that you want to find more of? Then **CLONING** is the perfect solution.

By analyzing more than 500 data attributes, we can help you find their "twins", helping you grow your pool of best customers.

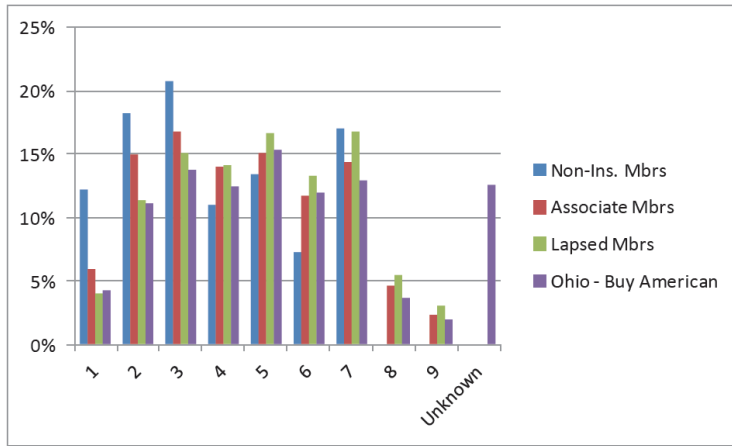
FLIGHT RISK ANALYSIS

Retention is the lifeblood of any business. **FLIGHT RISK** by help identify the customers most likely to churn away, and how to keep them before they leave.

M.O.R.E.

Improve your campaign results with **MORE**. By examining who responded and who didn't, we can help you cut costs by eliminating bad performers, and grow response by targeting more of the strong performers.

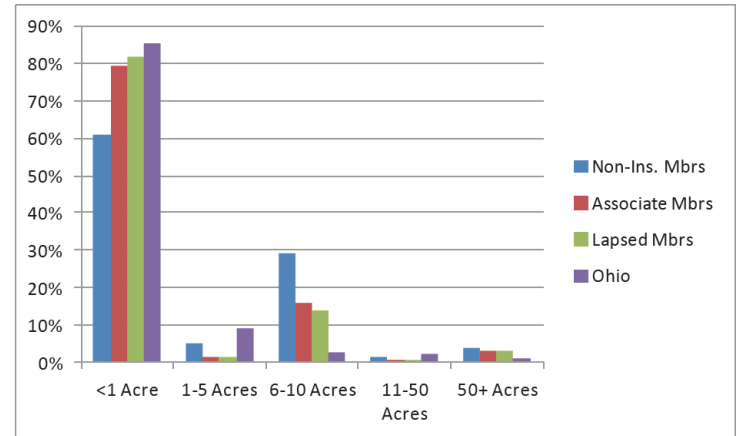
BUY AMERICAN



Buy American	1	2	3	4	5	6	7	8	9	Unknown	TOTAL
Non-Ins. Mbrs	12%	18%	21%	11%	13%	7%	17%	0%	0%	0%	100%
Associate Mbrs	6%	15%	17%	14%	15%	12%	14%	5%	2%	0%	100%
Lapsed Mbrs	4%	11%	15%	14%	17%	13%	17%	6%	3%	0%	100%
Ohio - Buy American	4%	14%	14%	12%	15%	12%	13%	4%	2%	13%	100%

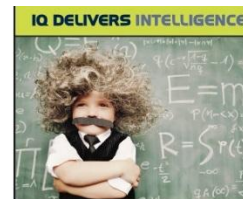
Buy American	1	2	3	4	5	6	7	8	9	Unknown
Non-Ins. Mbrs	288	165	151	88	87	61	132	0	0	0
Associate Mbrs	142	136	122	113	98	97	111	128	119	0
Lapsed Mbrs	94	102	110	114	109	111	129	152	159	0

ACREAGE



Land Acreage	<1 Acre	1-5 Acres	6-10 Acres	11-50 Acres	50+ Acres	TOTAL
Non-Ins. Mbrs	61%	5%	29%	1%	4%	100%
Associate Mbrs	79%	1%	16%	0%	3%	100%
Lapsed Mbrs	82%	1%	14%	0%	3%	100%
Ohio	85%	9%	2%	2%	1%	100%

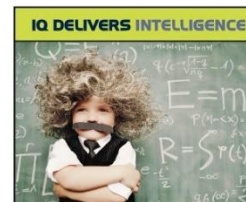
Land Acreage	<1 Acre	1-5 Acres	6-10 Acres	11-50 Acres	50+ Acres
Non-Ins. Mbrs	71	53	1197	59	384
Associate Mbrs	93	15	649	9	329
Lapsed Mbrs	96	15	559	7	309



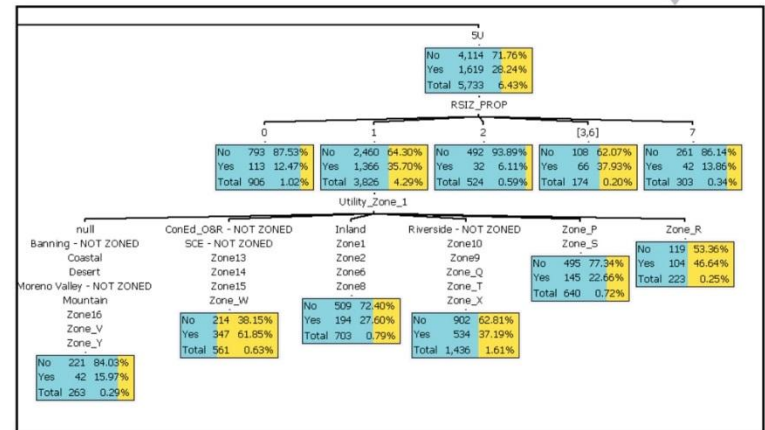
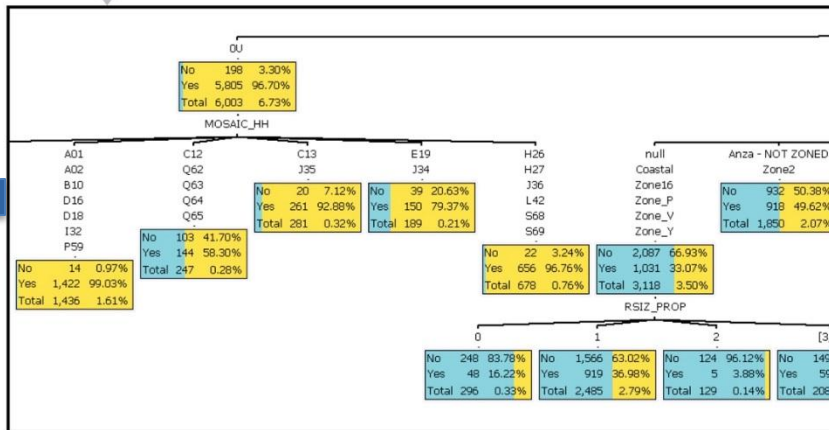
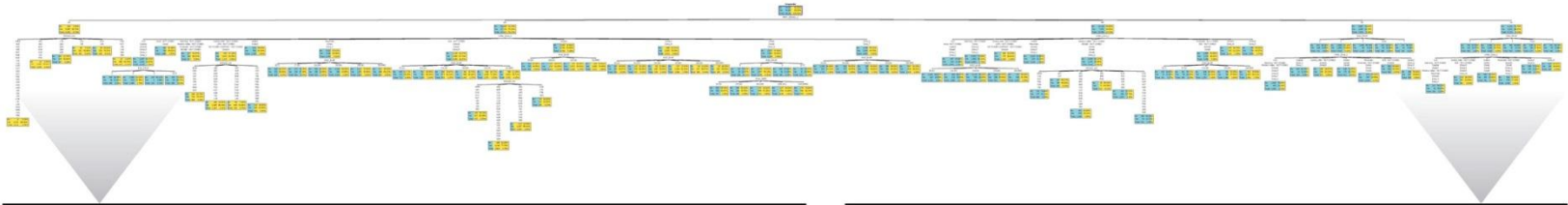
• Execution

- Improved targeting for cost-effective communication
- Revamped creative to speak more directly to targets and their life stage
- Segmented messaging to treat audiences uniquely

Segment	Previous	New	Lift
A	.9%	1.64%	82%
B	.9%	1.81%	101%
C	.35%	.67%	91%

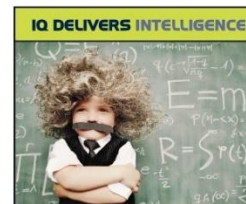


PREDICTIVE DECISION TREES

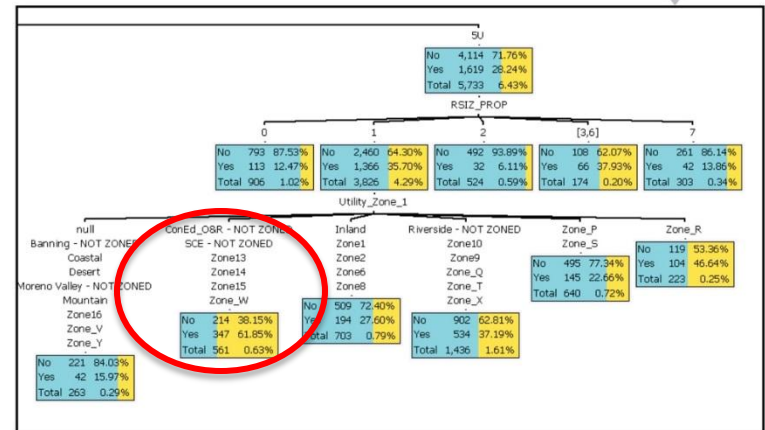
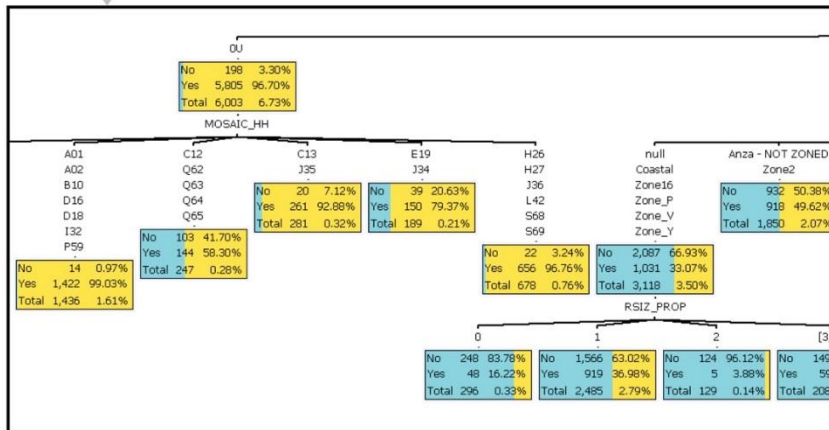
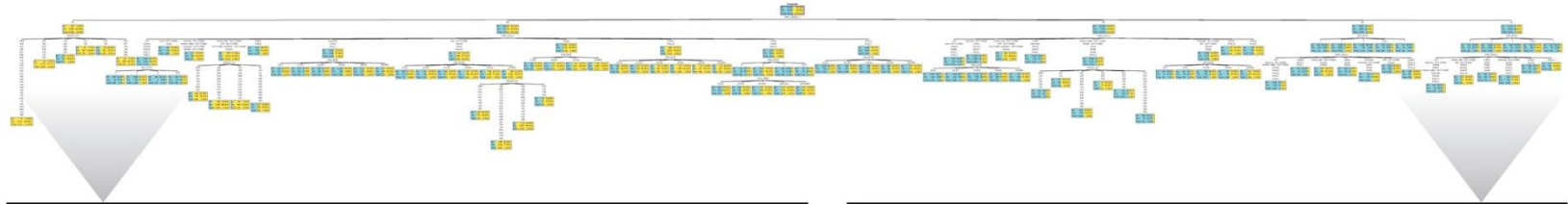


Factors Influencing Response:
 Utility Zone
 Mosaic
 Property Size

Analysis predicted a 96.7% improvement in response to these segments

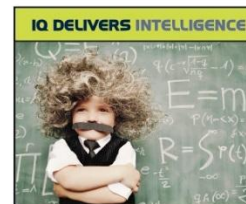


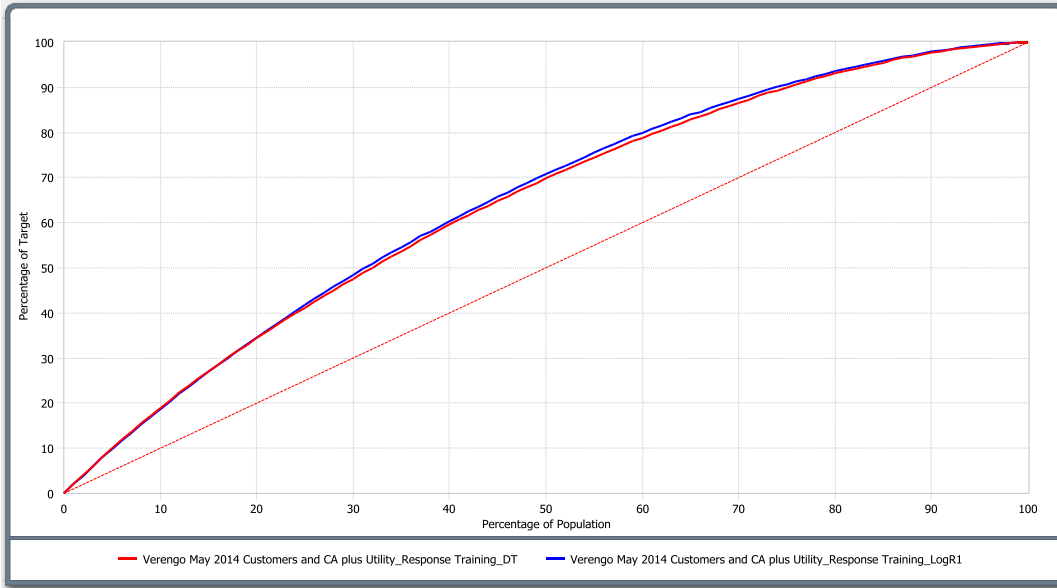
PREDICTIVE DECISION TREES



Factors Influencing Response:
Utility Zone
Property Size
Geography

Worst segments still provide opportunities – circled segment outperforms average by 20%





- Mailing better targets gets you more bang for your buck
 - Model beat the control response 2:1
 - Model converted at 3:1 compared to control

