

Winter 2001

VISION

Take advantage of our THREE special offers. Details inside.

experian®

*Solutions for
Travel & Entertainment
Marketers*



Get a snapshot of your customer file with a *free* INSOURCESM Match Rate report! See details inside.

Save 15% on your next list order! See details inside.

Increase your response rate at NO RISK! See inside for details on our Prime Performance Modeling offer!

Maximizing information for profitable relationships

Powering your CRM efforts with consumer information

Information is a universal currency in today's business environment. If used correctly it can help drive tremendous return on your marketing investment. Whether it's being used for retention, loyalty or acquisition purposes, consumer information can help you stay in front of your best customers, maximize your existing customer relationships and better target new customers to drive new sales.

Madigan Pratt, Managing Director of Madigan Pratt & Associates, an integrated, one-to-one marketing consulting firm that specializes in the travel industry, agrees.

"Information is critical," he said. "Marketers who have information at their disposal, are the wealthy ones. Those that don't are marketing paupers. In other words, information (or the lack of it) will certainly reflect on the bottom line."

Direct marketing services from Experian can help you capitalize on the tremendous opportunities that information provides.

Keep in touch

Maintain relationships even when customers move

The quality of your database directly impacts the success of your Customer Relationship Management programs. It contains a wealth of data that drives customer retention and fuels your entire CRM strategy. But a database hampered by poor data quality can negatively impact your results.

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Maximize relationships with CRM solutions

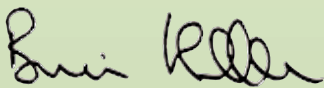
Dear Travel and Entertainment Marketer:

Experian's wealth of CRM solutions for the travel and entertainment industry provide all the tools you need to maximize existing customer relationships and develop strong new ones. In this issue of *Vision — Solutions for Travel & Entertainment Marketers*, we'll introduce you to a few of those solutions and provide you with a host of ideas that can help maximize your CRM efforts and achieve a positive return on your investment.

In addition, we have THREE special offers designed specifically for travel and entertainment marketers that you'll want to be sure to take advantage of!

We hope you enjoy this free issue of *Vision — Solutions for Travel & Entertainment Marketers*. If you have any questions or would like more information on any of our solutions, please fill out the attached card and drop it in the mail, or call us at **877 405 0310**.

Sincerely,



Brian Heffler
Vice President, Sales



Lori Lueckenhoff
Vice President, Sales

Maximizing information for profitable relationships

...continued from front

Without a good hygiene system that can keep your database current and deployable, you could miss out on opportunities to connect with your customer base when they move. Or worse, you could be wasting valuable dollars by sending duplicates to the same household, or by not properly sorting or standardizing your addresses.

"Data hygiene is the price of entry today," comments Pratt. "It's the only way to maintain the standards of professionalism expected in today's marketplace. In addition, you don't really know what you have on your customer file if it isn't clean."

Experian's Housefile RefreshSM is the solution you need to keep your internal database clean and deliverable, enabling you to execute a profitable CRM effort. Housefile Refresh bundles a variety of list processing services, which are perfect for consistent internal database updates that ensure a strong foundation for your CRM initiatives.

With Housefile Refresh your customer database will be as accurate and up-to-date as possible. Housefile Refresh:

- Reduces the number of undeliverable customer records by using proprietary conversion software that provides up to 10% more NCOA changes and 10% more LACS matches
- Corrects addresses using USPS-licensed products and powerful proprietary list processing technology for increased deliverability
- Ensures the accuracy of names and addresses by validating against INSOURCE
- Flags hard-to-catch duplicates other systems miss, providing you with individual, household, address and business duplicate identification at 20 levels
- Integrates records from your many different databases, (i.e., customer/loyalty, prospect/promotional, billing, customer service, etc.) resulting in a comprehensive view of your customers at both the individual-level and the household-level

Stay interesting

Learn more about your customers for increased sales

To maximize your current customer relationships, you need to be sure that you know enough about those customers to be able to communicate relevant information to them.

"The most basic reason for CRM is recognizing people for the fact that they are customers and responding accordingly through communications that are customized based on their lifestyles and attributes to keep them. It's really that simple," said Pratt.

Data enhancement can help marketers accomplish just that. By appending demographics to your current customer base, you can develop a profile of each segment within your database that can be used to customize messages and offers. This provides cross-sell and up-sell opportunities that can significantly increase revenue and profitability. In addition, by adding more detailed information to your existing customer file you can also further refine your modeling efforts, enabling them to perform more effectively.

Powered by Experian's INSOURCE Database with information on more than 215 million consumers and 110 million households, Data Enhancement services can be used to append relevant information to your file, including:

- Demographics* — ages of household members, household size and makeup, occupation, wealth/income indicators, children's ages, etc.
- Lifestyle Attributes* — leisure activities, hobbies and interests, family status, etc.
- Psychographics* — brand preferences and loyalty, shopping patterns, online usage, direct mail responsiveness, affinities, etc.

With the detailed information provided through data overlay, you can gain insight into customer buying patterns and develop messages based on unique consumer attributes. This can all be achieved while keeping costs to a minimum.

Reaching out

Maximize customer profitability with Prime Performance Modeling

Modeling and analytical services can help you gain a new, in-depth understanding of existing customers' needs and interests, enabling you to activate inactive customers, up-sell current customers and better source lists for new names.

"Within any database you have customers that are much more valuable than others," adds Pratt. "Through modeling, you can find out who your most profitable customers are and find others like them."

Experian's Prime Performance Modeling offering is available to provide valuable insight into your specific customer patterns that will help you maximize relationships.

Developing models that combine the information provided on your individual house file with enhanced data from Experian's INSOURCE Database, our custom modeling solution provides insight into lifestyles and buying patterns that reflect your individual objectives.

Experian's Prime Performance Modeling can be used to develop custom reactivation models that will identify prospective customers on your inactive database who are likely to visit again. These models help you target likely customers in the most cost-efficient manner, reduce quantities mailed and improve your rate of return.

In addition, employing a method used exclusively by Experian, you can develop an acquisition model that will help you to identify the key characteristics of your customers. With the insight gained through the development of this model you will discover untapped markets within Experian's wealth of consumer files and find valuable new prospects based on the characteristics of existing customers.

"Information driven marketing, if done correctly, can be as effective as if you were to create and deliver a brochure customized to each individual every time you wanted to communicate with them," emphasizes Pratt. "What company wouldn't want to do that?"

Developing a strong customer relationship management strategy requires the right tools. Experian has all you need to execute a CRM strategy that will work for your business. Fill out and mail the attached business reply card, or call **877 405 0310** for more information. ■

For more information on Madigan Pratt & Associates, please visit www.madiganpratt.com.



Do you know who's on your customer file?

Receive your **Free INSOURCE Match Rate Report** from Experian and find out!

Many marketers have very little knowledge of the composition of their customer file. To help you gain a better understanding of the customers on your database, we're offering to match 50,000 of your customer records against the INSOURCE consumer database.

A **FREE Match Rate Report** from Experian is a quick way to develop a more complete picture of your current customers' demographics, lifestyles and behaviors. With it, you gain a general "snap shot" view of your customer file.

You can use your **FREE INSOURCE Match Rate Report** to identify the percentage of your file represented by key characteristics such as male, female, presence of children, etc.

Fill out the attached business reply card and send it in today or call **877 405 0310** to find out more! ■

Save hundreds of dollars on prospect lists from Experian

Receive **15%** off your first list order!

To help you achieve successful acquisition initiatives, we're offering a 15% discount on your first list order with Experian! **

Fill out the attached business reply card and send it in today or call **877 405 0310**, to find out more!

**Minimum order \$200. One-time offer ends February 28, 2002.

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Vision—Solutions for Travel & Entertainment Marketers is a quarterly publication of Experian. Any questions or comments about this issue of *Vision* should be directed to Bethany Stanley, Industry Marketing Manager, at: 847 619 7268 or by e-mail: bethany.stanley@experian.com
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No risk modeling offer!

Increase your response rate at no risk with Prime Performance Modeling from Experian

Prime Performance Modeling unlocks the profit potential in your data, helping you discover untapped markets and find valuable new prospects based on the characteristics of your existing customers.

We'll enhance your data with more detailed information from our proprietary INSOURCE Database. Then, we'll create customized models to help you:

- Obtain a clear indication of whom within your database to target with future campaigns
- Experience higher response rates at lower costs
- Reach dormant customers ripe for reactivation
- Gain access to a new, more profitable universe of prospects

We're so sure that Prime Performance Modeling will work for you that if our model doesn't increase your response rate — we'll give it to you for free*!

Fill out the attached business reply card and send it in today or call **877 405 0310**, to find out more! ■

*One-time offer ends February 28, 2002.

