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CASE STUDY: NATIONAL MARKETING FIRM

The importance of inbound call segmentation



OVERVIEW

A national marketing firm needed a partner to help them develop a solution that would allow agents to optimize their message to inbound consumer calls, based on a predictive model of the consumer’s propensity to purchase.

This firm specializes in improving call center conversions on inbound marketing programs for national brands. These brands include prominent infomercial and television-offer campaigns, cruise lines, toy manufacturers, weight-loss equipment, and more.

CHALLENGE

Infutor’s client needed to create a solution to improve their clients’ conversion rates and average order value in their inbound call centers. Furthermore, the solution included the need to provide real-time marketing intelligence at the time of the call, to more quickly and efficiently screen callers and present optimized sales messages by specialized agents.

SOLUTION

Based on purchasing and behavioral information, the firm created a proprietary, patented data model to categorize consumers, giving them a predictive score based on propensity to purchase. This proprietary data model was overlaid on Infutor’s True Telephone Number Resource (TNR) database.

Each individual was assigned a modeled score based on their propensity to purchase. Infutor’s telephone database includes over 510MM telephone numbers, names and addresses, including over 200MM wireless, 19MM VoIP, and 231MM private landline numbers.

The telephone database was accessed utilizing Infutor’s FlashFind delivery platform, a real-time API. FlashFind provides matches and returns data in sub-second speed, handling millions of data transactions daily.

“This integration project was a natural fit for both parties, leveraging the quality of Infutor’s data and the robustness of the FlashFind hosting and delivery platform with the client’s expertise in modeling consumer behavior and knowledge of the infomercial marketplace.”

*Brian Burke,
VP, Product Development, Infutor*

“By combining the firm’s patented model with Infutor’s TNR database to route callers, the agency experienced a 19% improvement in media efficiency.”

As the inbound caller placed a call to the call center, the Flash-Find API immediately identified the name and address of the inbound caller.

FlashFind then assigned a modeled score to the caller and instantly routed the call to a specific call agent with the appropriate call script, based on the modeled score’s prediction of the consumer’s propensity to purchase.

RESULTS

By combining the strength of Infutor’s TNR data and the firm’s patented process, Infutor was able to better identify and segment agency callers, **resulting in a 19% improvement in media efficiency.**

ABOUT INFUTOR DATA SOLUTIONS

Infutor Data Solutions provides marketers with access to elite consumer data, business data, new movers, telephone, automotive, and email data.

Specializing in cost-effective solutions for retailers, non-profit and fundraising organizations, and direct marketers, Infutor has gained industry recognition and grown significantly over the past several years.

In addition to providing high-quality compiled data and marketing solutions, Infutor also provides automated data processing, including telephone append, e-append, reverse e-append, and a variety of proprietary data cleansing processes to help marketers reach the maximum number of customers and prospects, while reducing the cost of acquisition.

Infutor’s Senior Leadership team includes key executives from companies including TransUnion, Experian, and Acxiom. Together they bring a wealth of experience in data sourcing, linkage, and database applications.



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