



## BUSINESS LINE OVERVIEW

# MARKETING ANALYTICS AND RESEARCH

Our Marketing Analytics & Research division is a small team of strategists, data analysts, and researchers working with marketing and fundraising teams hungry to better understand, predict, and change their audiences' perceptions and behaviour.

The core tenet underlying our work is that knowing the right things about your customers or donors and their behaviour will make your acquisition, retention, and upgrade strategies and tactics more profitable – and more cost-effective. We help the teams we serve to ask the right questions, and to answer these through better data, analysis, research, modeling, and testing.

By design, our approach is collaborative, incremental, and focused on the specific challenges and decisions you face – to ensure we generate insight that translates into superior strategy, action, and performance.

### OUR SERVICES INCLUDE:

#### Customer/Donor Data Enrichment

#### Customer/Donor Insight

#### Performance Analysis & Insight

#### Testing & Measurement

#### Strategy Enhancement

#### Campaign/Tactical Enhancement

#### **CUSTOMER/DONOR DATA ENRICHMENT**

- Name-based enrichment (gender, ethnicity)
- Postal code based enrichment (geographic, sociodemographic, household income, and more)

#### **CUSTOMER/DONOR INSIGHT**

- Customer and donor profiling
- Transactional/behavioural data mining
- New customer path to purchase / funnel analysis
- Mini-survey, survey, focus group, and depth interview design, execution, and analysis

#### **PERFORMANCE ANALYSIS & INSIGHT**

- Post-campaign response and ROI analysis
- Tactical performance analysis
- Acquisition analysis
- Retention/loyalty and attrition/churn analysis
- Upgrade, cross-sell, and lifetime value analysis

### CLIENT TESTIMONIALS

“TRICO Evolution helped us to find real intelligence in our marketing data. As a result we were able to make better, more informed business marketing decisions. With TRICO Evolution we were able to understand exactly where to find our customers and how best to reach them.”

**Terry Monette**  
Co-Owner  
Rental Village

“We experienced a significant increase in donations from our appeal and exceeded our original goal. The ability that TRICO Evolution had to analyze our data in order to customize the mailing is what made all the difference. This valuable information will allow the Hospice at Maycourt to build on further appeals.”

**Jana L. Rand**  
Fund Development and Marketing  
The Hospice at Maycourt

**TESTING & MEASUREMENT**

- Test and testing program design
- Test targeting/programming and results analysis
- Single campaign and multi-campaign/longitudinal tests
- Single variable and multi-variable tests
- Test/control group splitting and balancing

**STRATEGY ENHANCEMENT**

- Scoring models
- Segmentation strategy
- Customer and donor persona strategy
- Personalization strategy

**CAMPAIGN/TACTICAL ENHANCEMENT**

- Target scoring and selection
- Planning support for complex campaigns and tests
- Support for capture and integration of key data

**CONSULT WITH OUR ANALYTICS AND RESEARCH TEAM**

Our focused, results-oriented approach to generating and applying marketing insight is a modest and indispensable investment for any ambitious marketing, communications, or fundraising team.

**CLIENT TESTIMONIALS**

“Your data expertise and strategic approach is well ahead of the traditional approach and has improved our net revenue on just about every campaign we’ve done together. In addition, you’ve helped us communicate in a more direct, personal way with each of our donors, talking to them about the things they care most about.”

**John Heckbert**  
**Manager, Fundraising Campaigns**  
**Canadian Wildlife Federation**



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