

Introducing Buyer Score

Buyer Score is a powerful tool for ranking and segmenting your email subscribers based on their overall purchasing activity and purchasing capacity. We use comprehensive data and advanced analytics to rank subscribers on a scale of 1 to 100, comparing each to the U.S. population. For example a score of 90 means the subscriber is in the 90th percentile of U.S. consumers for purchasing activity and capacity.

Buyer Scores can be grouped into segments for ease of use. This table shows predefined segments where Super Buyers represent the top 5% of the population while Low Buyers represent the bottom 35%.

Buyer Score in Action

Buyer Score provides the foundation of a powerful segmentation strategy allowing you to customize offers based on a subscriber's value potential – and the likelihood they will buy your products and services. Here are two sample use cases for Buyer Score:

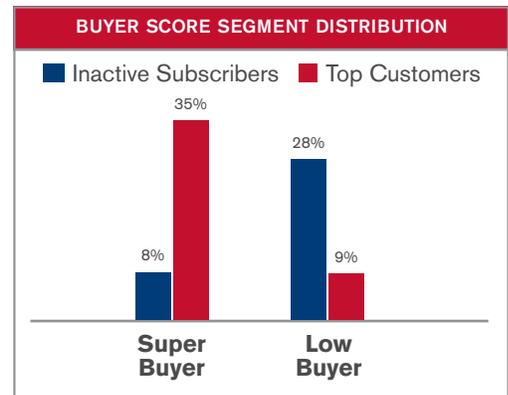
➤ Identify your Best Customers on Day One

If you're like most companies, about 80% of your revenue comes from approximately 20% of your customers. Identifying that 20% takes time and marketing dollars as resources are misallocated to the 80% of customers who will prove to be low value. With Buyer Score you can segment your subscribers as they join your list and instantly know their probable value. With this data you can execute focused promotion and communication strategies that drive revenue while accurately assessing the value of your acquisition sources. For example, you can deploy special "first time" customer offers to new subscribers with high Buyer Scores while those in the Low Buyer group may just receive your standard welcome message.

ACQUISITION SOURCE	AVERAGE BUYER SCORE	
	WEEK 1	WEEK 2
A	50	51
B	86	68
C	33	38

➤ Find the Opportunity in your Inactive Segment

Managing the deliverability risk around an inactive segment (email addresses that have not opened or clicked in an extended time) is a major issue for most marketers as the inactive segment can be as much as 50% of a subscriber file. Simply suppressing 50% of an email file is not an option for most businesses. This chart shows how Buyer Score can segment an inactive file based on purchasing potential. In this case, sending a special offer to reactivate the 8% of inactive subscribers who are Super Buyers would be a smart move. At the same time, the 28% who are part of the Low Buyer group can be suppressed with the knowledge that these subscribers are unlikely to ever become active buying customers.



Ready to transform to your email program? Buyer Score is a proven predictor of buying behavior with "Super" subscribers spending as much as 10x more than those categorized as "Low Buyer."