



Portrait Uplift™

Predict how your marketing will *change* customer behavior

Finally, you can predict which customers are “persuadable”—*before you market*

Executive summary

Marketing departments are being challenged like never before to optimize where they’re spending their precious marketing dollars. To rise to this challenge, your organization needs to understand and predict where it’s marketing will have a direct impact on customer behavior—and where it will not.

Portrait Uplift™ is the world’s only packaged software application that can actually predict which of your customers are “persuadable”—before you market. The result is dramatically reduced campaign spend and significantly improved campaign results—simultaneously.

The problem with traditional prediction

Even the most sophisticated propensity modeling approaches are only able to predict how individuals will act in the future, not how to get customers to act differently (i.e. get customers to make a purchase they had not previously planned to). As a result, every campaign costs more than it needs to and leaves precious retention and cross-sell dollars on the table—because they’re solving the wrong problem.

What’s needed is a way to predict not just an “individual’s future likely behavior,” but instead, “the change a specific marketing treatment can have upon that future behavior.” The only way to do this is through uplift modeling.

Common Challenges to Successful Uplift Modeling

The challenge that all find when even the most advanced analysts attempts to produce these sophisticated uplift models using traditional statistical programming packages, it can be a very frustrating experience. Those that take on this challenge commonly find the process is:

- Challenging, with results commonly difficult to achieve
- Extremely time consuming and labor intensive
- No single approach works equally well for all business problems
- Requires the most advanced statistical programmers
- Models have a short shelf live and must be updated regularly

Simply put, this new problem requires a new approach, and cannot be solved effectively using traditional methods.

“Uplift Modeling will enable our CRM team to lower costs and significantly improve the experience of our most valued customers.”

Eva Helle
Head of Customer Analytics,
Telenor

The Power of Proven

Portrait Uplift is embedded with more than a decade of uplift modeling expertise and provides “4 steps to success” through a guided visual user interface.

This award winning solution has been featured in popular analyst reports and marketing industry awards.



You've got great marketing—it's just going to the wrong people

Portrait Uplift™ will empower your organization to refocus your marketing only where it will have a direct impact.

The solution may be applied to improve the results of the very campaigns you're running—right now—without any change to your creative content.

How it works

Portrait Uplift analyzes past campaign performance to determine which individuals were influenced to change their behavior—and what set them aside from the rest.

The solution automates the uplift predictive modeling process from start to finish, allowing your organization to quickly and accurately predict which customers will be most influenced to positively change their behavior next.

Immediate results

Portrait Uplift looks beyond 'probability of purchase' to a more important dimension: 'expected change in probability of purchase'.

Customers cite immediate payback on their investment—often within the very first campaign.

“Portrait Uplift has automated much of the model refresh process for U.S. Bank. It used to take weeks for our internal team to create a new model. Now it takes days, and this allows us to use the technique on many more campaigns”

Jane Muelhaupt
Vice President of Consumer Direct
US Bank

The benefits of Portrait Uplift™ are over and above your current analytic best practices. Simultaneously:

- Improve campaign results by 30-300%
- Decrease marketing program costs by 20-60%

Solution

To go beyond conventional predictive approaches, Portrait Uplift™ completely automates the uplift modeling process from start to finish helping your organization predict which of your customers are:

A. The “Persuadables”

The Persuadables are the individuals that will positively take action and “change their behavior,” only as a direct result of the offer. Importantly, if the considered marketing treatment does not take place, neither will the desired outcome (e.g. purchase, retention). The Portrait Uplift solution does not just help your organization isolate the Persuadables, it helps you find more of them than can be found using conventional predictive modeling techniques. As a result, revenue and retention results are significantly increased.

While predicting which customers are Persuadables, Portrait Uplift empowers your organization to simultaneously weed-out those customers whom are:

B. The “Sure Things”

Sure Things are individuals that will buy/stay anyway, regardless of whether the considered marketing action is undertaken. In effect, the communication is wasted. Furthermore, these individuals are especially costly if incentives (such as discounts or extras) are offered as part of your campaign.

C. The “Lost Causes”

Lost Causes can look very similar to Persuadables, with similar data and characteristics, however they will never take action as a result of your communication—again wasting spend.

D. The “Sleeping Dogs”

Sleeping Dogs, as the phrase implies, will have a negative reaction to the communication being considered. As an example, if left untreated, the individual will purchase or stay on their own. However if treated, they may purchase from a competitor or attrite even faster.

By focusing only upon the Persuadables, your organization can eliminate the wasted marketing spend that is commonly consumed by Sure Things, Lost Causes and Sleeping Dogs—saving typically 20-60% of your marketing spend, while simultaneously boosting the impact by 30-300%.

“We have surpassed our results expectations for our campaigns, and seeing the effectiveness of modeling on incremental gains rather than all responses, we are constantly expanding our use of Portrait Uplift to other areas of the business.”

Jane Muelhaupt
Vice President of
Consumer Direct
US Bank

Portrait Uplift can empower you to:

- Uncover more persuadable customers
- Stop giving incentives to those who don't need them
- Stop spending on customers that won't act
- Stop over—marketing to customers that will act on their own



Portrait Uplift™ is the world's only software solution specifically designed for the rapid creation of high impact uplift models.

Portrait Uplift™ converts the production of uplift models from art—to science

Long regarded an elusive art form, uplift modeling is difficult and time consuming for even the best analysts to perform. With Portrait Uplift, embedded uplift modeling best practice processes include the automated analysis of multiple uplift modeling methods—so the absolute best model is always delivered.

Faster results—now you can keep up with the demand and deliver more accurate models, in a fraction of the time—using your existing head count.

The perfect extension to your existing analytic environment for rapid uplift modeling

Portrait Uplift features SAS integration capabilities—allowing optional control directly from within your SAS environment.

For those that prefer to work outside of the SAS environment, the solution features a clear, easy-to-navigate, stand-alone interface, which allows even your newest analyst to deliver accurate uplift models with ease.

Does this sound like you?

“We’re doing response modeling, but are looking for ways to achieve even better results.”

“Is there anything left I can do to cut waste or improve results in my campaigns?”

“We’re trying to build uplift models today, but it consumes tremendous amounts of time and resources, and is difficult to validate.”

If so, then Pitney Bowes Portrait Uplift solution can help.

For more information call 800.327.8627 or visit us online: www.pb.com/software

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