



# TRANSACTION INSIGHT ENGINE™

An Anthem Marketing Solution

Turn data into decisions. Drive better outcomes. Get there fast.

Transaction Insight Engine™ (“TIE”) is a Web-based predictive analytics tool designed to quickly analyze and interpret customer transaction activity, improving decision making and delivering targeted results for your business and your customers.

Speed is the name of the game. TIE gives you insights in about a week. Within seven days, you can implement decisions to take action on your customers’ behaviors ... impacting your bottom line.

TIE lets you focus without getting lost in reams of data analysis. With TIE, there is no need to build out an entire internal data analysis department or spend big on technology investments.

### Gain Marketing Insights

- **Speed:** Take action in days with near real-time predictive analytics
- **Value Focus:** Identifies marketing spend based on the individual customer level
- **Intuitive:** Rational analysis approach starts with the most relevant questions, then suggests areas for deeper inquiry
- **On Demand:** Access the Web interface anytime, anywhere
- **Cost Effective:** Pricing based on usage and dataset size, eliminating the need for internal resources or enterprise-scale technology investments

### Make Quick Decisions to Drive Competitive Advantage

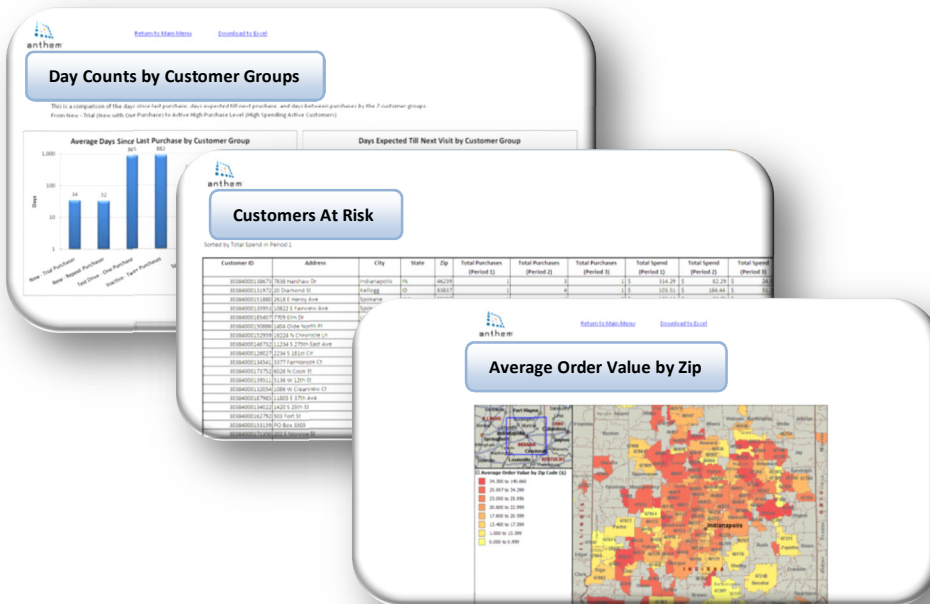
Use TIE’s data insights to better serve your customers and outpace your competitors.

- Improve list selection by eliminating unproductive customers
- Determine an optimal investment per customer
- Assess financial impact of changes in behavior over time
- Identify short-term actions to optimize value among specific customer groups

### TIE outperforms traditional RFM-based planning and other macro approaches:

- Shifts planning from campaign focus to a customer focus and on-going customer portfolio valuation
- Better allocation of customer marketing spend
- Optional module dives deeper into product category and promotional response

INSIGHTS FAST - Results typically delivered in 7 business days or less!!



### Minimize Input While Maximizing Output:

TIE takes the heavy lifting of data analysis off your shoulders. Using your data, we provide the analysis, customer rankings, customer segments, summary results, and special reporting to bring you relevant and timely insights. Then, we update your secure web environment with your custom reports, output lists and summary datasets.

For more information or a free demo, call us at 1.312.441.0382 or email us at [solutions@anthemedge.com](mailto:solutions@anthemedge.com)

