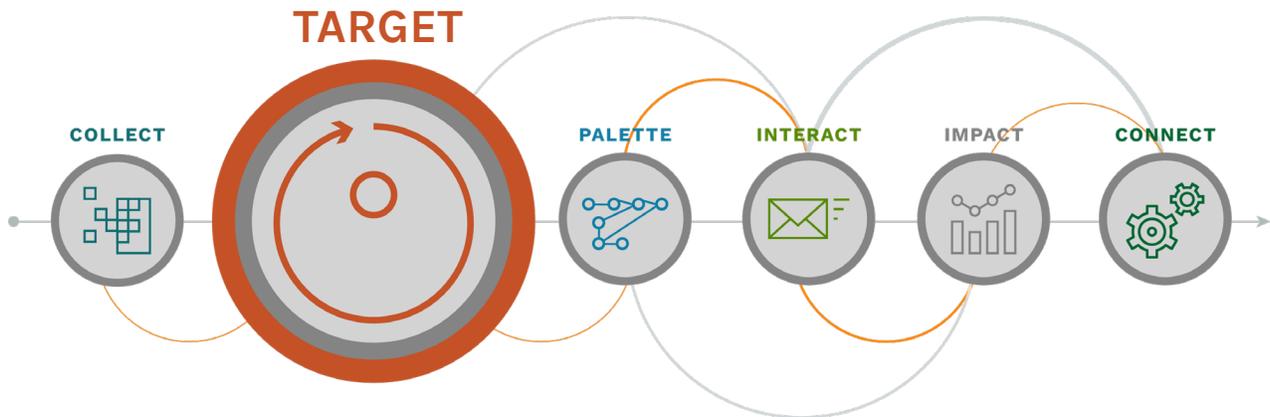


# QuickPivot's Target

## Real-Time Targeting, Segmentation and Analysis

Customer behavior changes from one minute to the next, so your targeting needs to be just as nimble. Target is fast, powerful and easy-to-use. Never wait more than a few seconds to query and analyze your entire database of customers and prospects. No waiting means that you can focus on the customer, sharpen your queries, collaborate with your team, improve results, and never miss a beat in your marketing production schedule.



### Overview:

The QuickPivot marketing platform enables you to collect data from anywhere in order to build a 360-degree profile of customers and prospects. All of this data is immediately available to the Target module so you can query, segment, cluster, and analyze information in real-time.



**Increase Responses Faster**  
decision-making with  
more data means better  
context, creating higher  
conversion rates



(617). 880. 4000



33 Arch Street, 9th Floor  
Boston, MA 02110



info@quickpivot.com



## Marketers use Target to:

- > Make better audience decisions faster
- > Acquire, keep and grow more customers
- > Increase campaign response and conversion rates
- > Drive better performance out of their existing email service provider (ESP)
- > Reduce the time interval between purchases
- > Boost productivity without increasing headcount
- > Break down silos between direct mail and digital targeting
- > Solve the Big Data problem without creating a new big budget problem
- > Ensure that data is easy to understand and actionable for the entire organization

## Features at a Glance:

Target provides the scalability and performance that marketers need in order to optimize their offline and digital customer data. A summary of key features is presented in the table below:

> Easy-to-use interface	> Frequency distribution
> Query builder	> Look-a-like analysis
> Audience builder	> Waterfall segmentation
> Segment builder	> Automated queries
> Venn diagram analysis	> Campaign activity history

## Speed and Flexibility

Target's underlying data model is extremely flexible. Fresh data can easily be added, ensuring marketers always have what they need to make the best possible customer decisions. However, access to data is just the beginning. Target works in the way that marketers think.



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Target presents summarized counts for the most critical customer attributes. Marketers see results without having to write a single query, putting information at their fingertips. There's no limit to the amount of data stored by Target, or in how that data can be organized.

Building queries is fast, simple and easy.

Whether you have thousands of customer records or tens of millions, Target queries consistently run from start to finish in a few seconds. Marketers use this speed to be more strategic, to ask those extra probing questions, to brainstorm, and to never have to worry that hitting the execute button may grind production to a halt.

## Build Queries Like an Expert without Expert SQL Knowledge

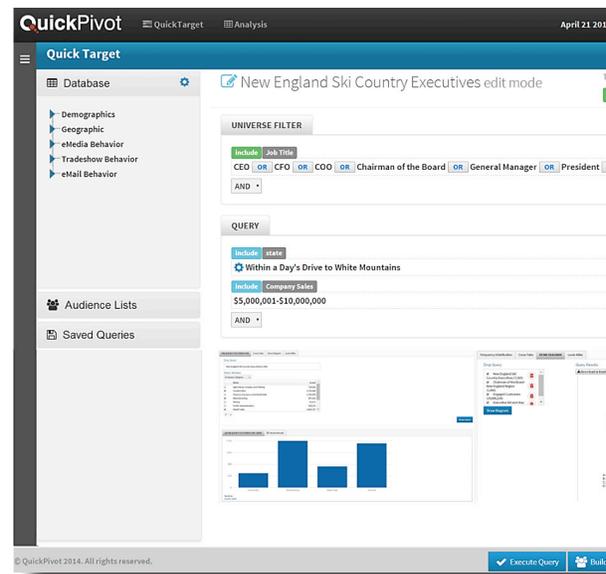
Build, save, and reuse queries using an easy-to-learn, drag-and-drop interface. SQL skills are a bonus, not a brick wall, for Target users. Just drag and drop your data into the analysis tool and Target will generate counts and analysis automatically.

An easy-to-understand interface allows marketing teams to get more work done and lessen their independence on IT departments or technical staff. With Target, users can find intersections between data sets using any audience attribute. SQL statements and

back-end table joins are automatically created by the software. You can build simple queries as building blocks for more complex logic. Queries can be executed to return a discrete count of individuals who match the criteria at that moment in time. At any point, queries can be saved so that anyone can pull the audience in the future.



**Save Time**  
Queries run in a fraction of a second, not minutes or hours



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## Create Powerful Segment Models

Since the dawn of digital, marketers have had to maintain separate technology platforms to deal with catalog print campaigns and digital campaigns.

Target bridges this gap and allows brands to consolidate these technologies, eliminating redundant expenses and targeting the right customers for digital and direct mail channels.

Target provides complete waterfall segmentation planning, allowing marketers to build and optimize direct mail plans. With Target, marketers can arrange queries and audiences in cascading rows, then return discrete counts for each row and a total count for the entire chain of rows. The result is a waterfall count of each query based on its relative position in the set of rows. You can easily drag and drop queries in the chain of rows to receive the counts that are most relevant to your team.

Target also includes a universe filter which limits the data-universe for the segment across all queries and audiences, making it fast and easy to apply universal suppressions or inclusions.

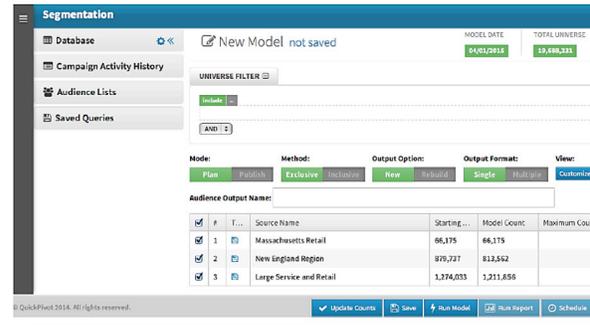
## Compare Your Segments

With Target, you can quickly visualize segment information. The software uses frequency distribution bar graphs and Venn diagram features to make it easy to understand how your data is distributed across attributes and how one segment compares to others. It's simple to drag and drop multiple lists and select the

kind of visualization you would like.

## Share your Segments

Marketing is a collaborative effort. Marketing, sales, resellers, and financial



QuickPivot Segmentation Modeling



**Democratize your Data**  
Visual analysis tools, like Venn Diagrams, provide an easy way to share insights about your customers



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professionals often work together on multi-channel campaigns. Target provides everything you need to understand your customers and target campaigns with one tool. It can also be integrated with QuickPivot's Palette and Interact modules, which allow you to use your segments to design and execute marketing campaigns. Segment data can be downloaded to QuickPivot's Impact module to share with your extended team and may also be exported to standard business intelligence tools like Microsoft Excel. Share your query results visually in minutes with your team, and collaborate to make better decisions faster than ever.



**Make Decisions Faster**  
Share your query results  
visually in minutes with  
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## Summary

Target doesn't involve any expensive or complicated third-party technology. We built it from scratch to make it available to everyone. It's intuitive, super-easy to use, and your marketing teams will be more productive virtually overnight

### About QuickPivot

QuickPivot delivers fast, powerful, easy-to-use software for smart and nimble marketers with big ideas. The QuickPivot Cross-channel, Campaign Management (CCCM) platform combines big data analytics, discrete customer journey insights, visual and intuitive segmentation and simplified customer journey mapping in one unified SaaS offering. A winner of several industry innovation awards, the QuickPivot platform enables marketers to deliver coordinated customer experiences across all channels, measure results in real-time, and refine marketing programs to improve performance. As brands look for cost-effective ways to drive rapid campaign creation and execution, QuickPivot is emerging as the vendor of choice. That's why clients like Shutterfly, HP, Allen Edmonds, the NHL and over 20 channel partners are turning to QuickPivot as their new marketing hub.

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