

Email Intelligence

Gaining Insight from Email
Addresses.

Digital Anonymity

A common challenge particularly for on line only products and services is the lack of knowledge that the on line nature of their business delivers.

Plenty of data on how users and prospects behave on a website, or how they use a service but very little on who they are, where they are and how to influence them.

Big Data

on what they do within the confines of your relationship with them

No data

on who they are and what they do when they are not with you.

Real World Characteristics



Turning email from a
communication
method to a
communication tool

Adding Knowledge, Enabling Insight

Email Intelligence is designed to add knowledge about the people behind the emails.

This knowledge enables insights to be gleaned which, when added to the behavioral data collected provides a more complete picture.

**Linking an individuals 'Product World' to their
'Real World'**

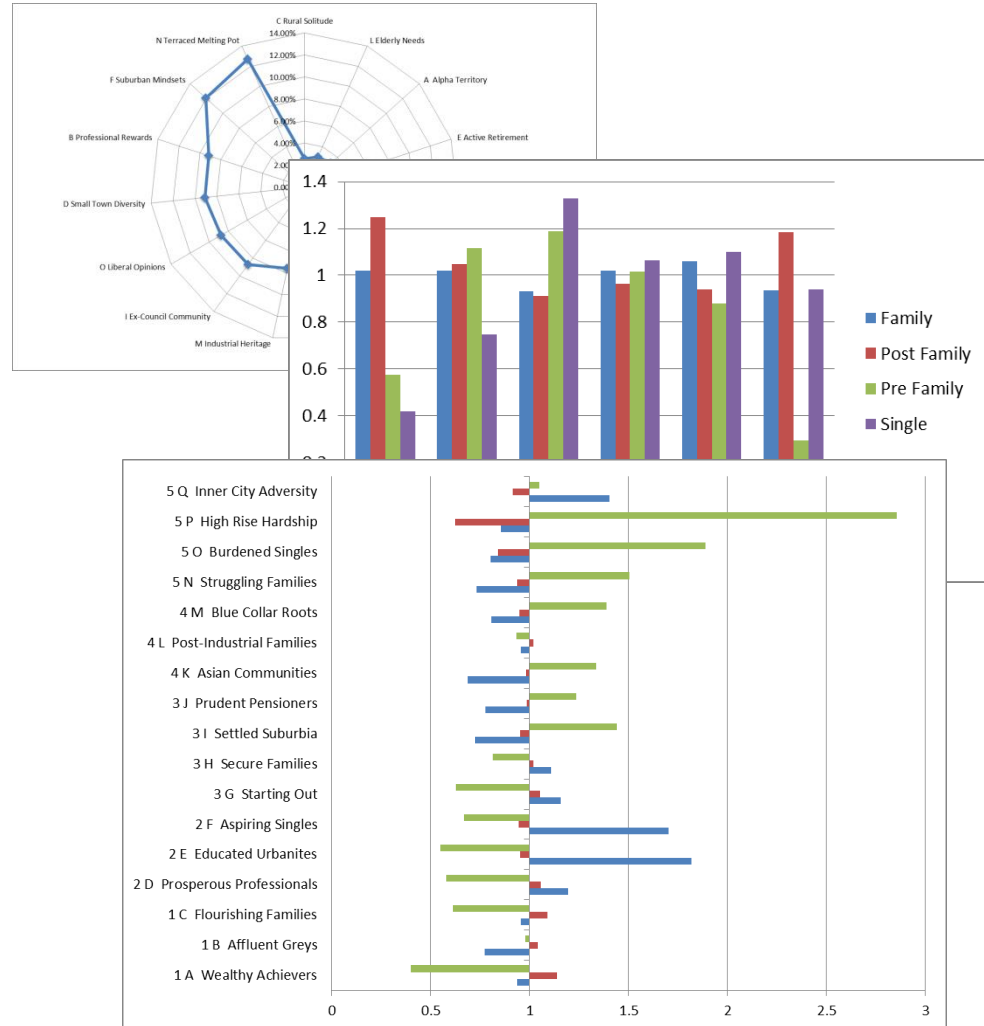
Geodemographics and Segments

Understanding where the value is.

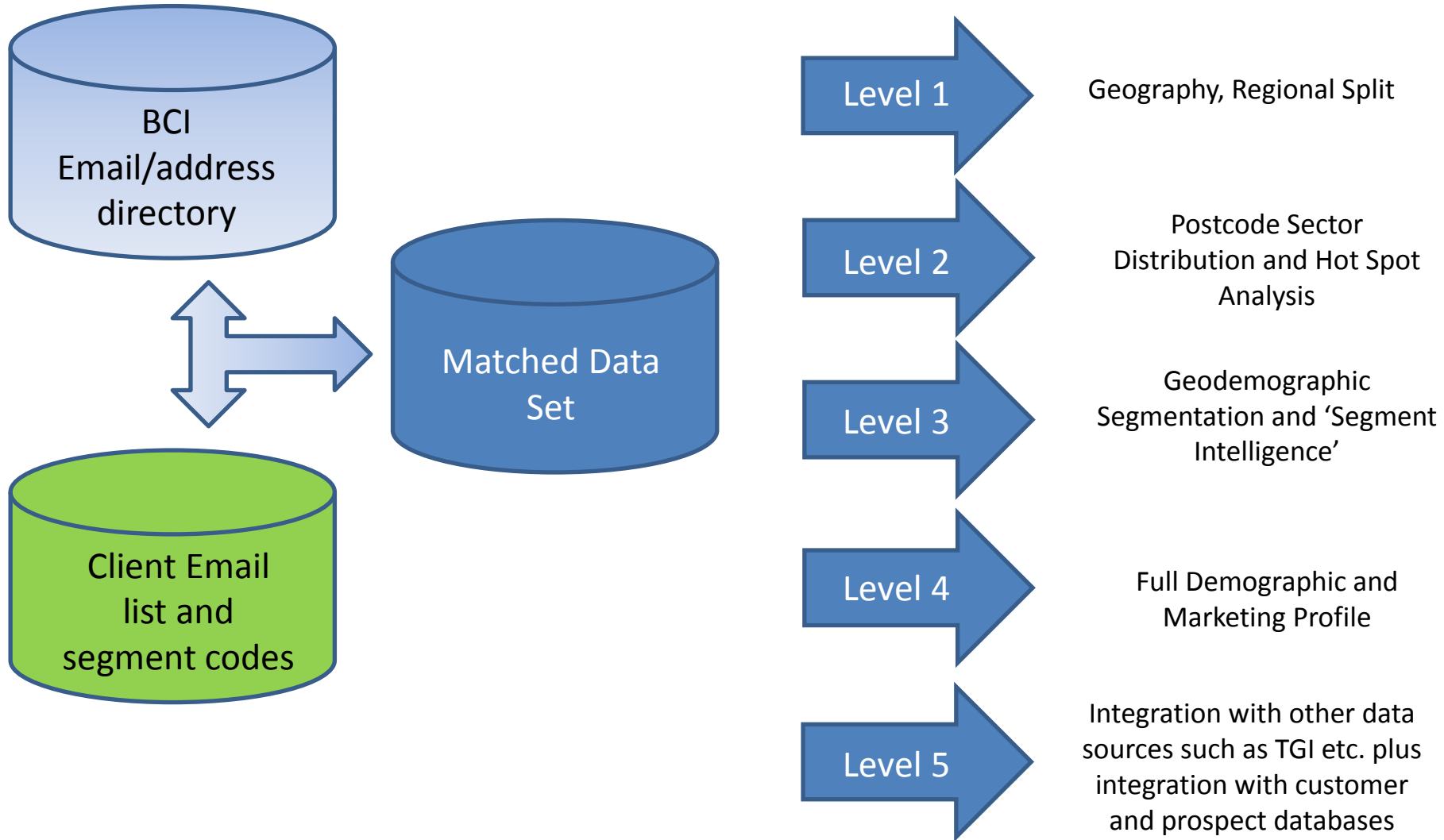
Putting the 'who' with the 'what'.

A wealth of knowledge exists on *what* people do on a website, Email Intelligence provides an understanding of *who* they are.

- What do the most valuable customers look like?
- Who are the regular users?
- What is the headroom?
- Where do we find potentially valuable customers?
- What are they interested in buying?
- How best to contact and influence them?



How Email Intelligence Works



Email Intelligence is part of the 'Intelligence' suite of products from The British Consumer Index.

- **Segment Intelligence** provides a detailed understanding of both commercial segmentation models and organisations own segmentations. It also provides the ability to ask bespoke questions and have the answers by segment.
- **Telephone Intelligence** works in the same way as Email Intelligence providing a rich understanding of the people who communicate with an organisation by telephone.
- **Postcode Intelligence;** Often the billing system holds the key to customer insight. Postcode Intelligence is designed to take customer postcodes and value (often held in the billing not marketing database) and add real intelligence.
- **The Data Bridge;** Integrating other data sources (e.g. TGI) into customer and prospect data, segments etc. Providing integrated consumer intelligence.

For full details of BCI Intelligence products call Steve Abbott on 0203 286 1981 or email steveea@thebps.co.uk