Citigroup

Customer:
Citigroup

Website:
www.citigroup.com

Industry:
Banking and Financial Services

Primary SIC:
6021: National Commercial Banks

Primary NAICS:
522110: Commercial Banking

Customer Profile:
Citi is today's pre-eminent financial services company.

Solution Technologies:
- ✓ Microsoft SQL Server 2008
- ✓ Microsoft SharePoint 2005
- ✓ Microsoft Visual Studio 2008

Department(s):
- ✓ Marketing
- ✓ Information Technology

The Challenge:

Refine segmentation practices and tighten turnaround times for outsourced Data Management Projects. The Client wanted to improve target marketing and response rates.

The Approach:

Conduct a Data Management Plenary session to analyze all the "touch points" and business rules required for the clients marketing efforts.

MLS implemented an RFM based segmentation strategy that, coupled with our proprietary distributed Data Management architecture, allowed for a much lower cost per piece for Data Management services.

The Results:

MLS's approach decreased cost for Data Management by more than 35% over internal resources.

Better segmentation allowed the client to increase response rates while lowering total cost per acquisition.

MLS implemented many "Perpetual" suppression practices, like a prison address file, to help eliminate "wasted" acquisition mail pieces.