

ONTRAX - STRATEGIC CONSULTING

Enjoy the benefits of a database marketing, analytics, and campaign tracking – without the full-time staff expense. Your OnTrax consultant will bring your data to life, helping to drive both your strategic and tactical marketing efforts. We will provide you with expert guidance in the planning, execution, and tracking stages of your marketing efforts.



ASSEMBLY

- One data base. We combine data from any source, including your core, credit card, mortgage, investment, insurance, demographic, psychograph, and predictive models. We create a robust database ready to be analyzed by individual and rooftop.
- Rich 360-degree data. Knowing what an individual is purchasing from you is only half of the picture. We can further enhance your data with demographics, psychographics, and predictive models.
- Our place or yours. Your data can be hosted at our secure facilities or at your location. The choice is yours. As a technology company, we make it easy to maintain and access data on-site or remotely. Whatever you choose, your data can be updated daily, allowing us to offer recommendations based on the most current information.

ANALYSIS

- Marketing direction. Together, we will create an annual plan complete with ROI projections so you will know what to expect in terms of both performance and results. The plan is monitored with weekly conference calls and annual on-site planning events.
- Segmentation. We will analyze and recommend the best segments you should market to, along with a tactical recommendation to drive activity. Segmentation methods include profit-based, value-scoring, and life-stage models.
- Key indicators. Your OnTrax consultant will determine your profit drivers, determine the best products to increase share of wallet, create customer profiles, and analyze campaign performance. This gives you the time to stay strategic and focus on increasing business, not on the mechanical details of data analysis.

ACTION

- Campaign lists. Outstanding target marketing starts with the right list. Your consultant will prepare a finely crafted mailing list using internal and external data for your review.
- Plan execution. We will set your plan in motion and keep it on track with weekly status calls and coordination with the Marquis creative group. This ensures that what we promise is what we will deliver.
- Campaign tracking. All campaigns will be tracked in detail. You will consistently receive ROI reports on every campaign sent by your marketing department. Results can include direct and indirect results, segmentation performance, and branch metrics.

OUR MISSION. To make it easier for you to assemble, organize and translate complex data, behaviors and needs into actionable solutions.

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MARQUIS