

### Overview

Seasoned practitioners of RFM and newcomers alike appreciate SuperRFM™ for its speed, convenience, and robustness. SuperRFM™ is an exciting software tool that picks up where traditional RFM leaves off. SuperRFM™ augments time-honored cell-based segmentation with next generation techniques for powerful, automated analytics and unlimited “what-if” functionality

RFM has advantages such as clearly defined cell ranges that make it easy to understand how and why a list was assembled. But RFM also has distinct limitations. Which is why you want SuperRFM™.

SuperRFM™ is the link between RFM and predictive modeling marketers have been waiting for. It is a compelling and comprehensive analytical solution that offers users much needed flexibility, significant time savings, and increased profitability.

### Improve Results in Less Time and with Less Effort

SuperRFM™ is the only solution to fully automate and significantly enhance the *entire* RFM cycle, from data preparation through analysis and reporting. Tasks that were cumbersome and disjointed are now streamlined. New functionality expands and sharpens targeting capabilities.

- **Greatly reduces dependence on IT**—Technical barriers of accessing data and creating or altering data files are gone. No programming or statistical skills are required.
  - Access and aggregate data from any source (including sales orders, a marketing database, or transaction systems) then freeze the file. Filters make it easy to tailor what data is used.
  - Include additional data such as seasonality, gender, product line, and geography.
  - Identify statistically significant segments up to a maximum of 16x16x16; this granularity (and flexibility) is simply not possible with a spreadsheet.
- **Leverages historical data to improve future campaigns**—The Sandbox feature is like a time-machine.
  - Review past campaigns and compare results and do unlimited “what-if” analysis; determine if better results were possible. When you find the perfect mix save it as a template for a future campaign.
  - Fine-tune campaigns based on specific goals; for example, exclude entire segments based on margin or “cherry-pick” high-margin individuals even if their segment was excluded.
  - Drill down for pockets of higher profitability. Develop additional marketing opportunities by examining results at the customer level. For example, compare 1-time buyers with multi-time buyers, and new buyers with repeat buyers.
- **Tracks campaigns as they unfold**—Evaluate results as orders are processed and compare with past seasons, previous years, etc. On-demand reports include Weekly Orders and Buyers by Date Range.
  - Group cells and assign Key Codes for special handling or tracking.
  - Create control groups; you can even include individuals from excluded cells for true A/B testing.
  - Export lists to an outside service or your own production team.