

## Key Benefits of SuperRFM

- *Fast and easy to use, it automates and significantly expands the entire segmentation process. An intuitive interface reflects the way you work.*
- *Reduces dependence on IT or consultants for access to and assembly of data. Programming or statistical skills are not required. Enjoy new analytical capabilities, significant time savings, and greater control over promotional efforts.*
- *Provides never-before-possible historical analysis as well as unlimited “what-if” analysis through ASA’s proprietary new Sandbox feature. It’s like a time-machine and lets you study past campaigns, apply different selection criteria to determine if better results were possible, and save new found insights as a template that can be applied in the future.*
- *Reviewing results and sharing them with others is highly convenient thanks to a wide variety of reports. You can even drill down on key aspects such as IX versus Multi-time Buyers, or New versus Repeat Buyers. Comparing results season to season or year to year is a snap.*

## SuperRFM Overview

Whether you are a frequent practitioner of RFM or a newcomer, you will appreciate SuperRFM from ASA.

SuperRFM is an exciting new software tool that picks up where traditional RFM leaves off. SuperRFM conveniently combines the straightforward, time-honored simplicity of cell-based segmentation with automated “next generation” techniques, including powerful, automated analytics, and unlimited “what-if” functionality, into one easy-to-use application.

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



## ***Unimaginable Power – Here are just a few of the many unique things SuperRFM can do:***

- Aggregate data and create frozen files automatically; use sales orders, a marketing database, or transaction level sources.
- Data filters quickly and easily let you incorporate product line, seasonality, gender, geography, and more into your segmentation analysis.
- Identify statistically significant segments automatically up to a maximum of 16x16x16; this level of granularity (and flexibility) is simply not possible with a spreadsheet.
- Fine tune final list selection to suit your needs; exclude entire segments that are only marginally profitable and “cherry pick” individuals even if their segment has been excluded.
- Group cells and assign Key Codes for specialized handling or tracking with just a few key strokes.
- Create control groups with point-and-click ease; you can easily include individuals from cells that you have chosen to exclude for true A/B testing.
- Export lists for processing by an outside service or your own production team.
- Monitor your progress; evaluate each campaign as it unfolds and share results with others through a wide variety of reports such as Weekly Orders, and Buyers by Date Range.

## ***SuperRFM Exploits the Full Potential of RFM***

If you are familiar with RFM, you know the advantages it provides, such as working with clearly defined cell ranges that ultimately make it easy to understand how and why a list was assembled, or being able to focus your attention only on the most relevant of customer segments.

But there are distinct limitations to RFM, which is why ASA developed SuperRFM. SuperRFM is the only solution to fully automate and significantly enhance the *entire* RFM cycle, from data preparation through analysis and reporting. ASA’s automated, comprehensive approach facilitates tasks which, in the past, may have been cumbersome or even disjointed, and it introduces totally new functionality that greatly expands your targeting capabilities.

SuperRFM enables users to study past campaigns as never before and “drill down” into data to find whatever pockets of higher profitability might exist. With traditional RFM, deeper insight is difficult, if not impossible. But with SuperRFM, new insights are not just possible, they are expected.

Limitations of RFM	Advantages of SuperRFM
Do you rely on IT to create data files? This can limit your options and lengthen the time it takes to get things done. It also can force you into a restrictive pattern and hamper your ability to explore data and consider new ways to slice-and-dice your customer base.	<i>SuperRFM provides a wizard for importing and prepping data, which makes it fast and convenient to consider different data elements, even on the fly, without burdening IT. SuperRFM lets you understand the success (or failure) of prior lists and guides you through the creation and optimization of new ones.</i>
Spreadsheets can be cumbersome and time consuming.	<i>SuperRFM is not spreadsheet-based so it is not encumbered by the same constraints. Instead, SuperRFM features an intuitive “function-based” interface that works the way you work.</i>
It is virtually impossible to go back and determine if a different segmentation scheme would have led to better results on a past campaign.	<i>One of the most exciting features of SuperRFM is the innovative and powerful Sandbox. Just as the name implies, you can play with data and different selection scenarios as much as you like to see the effect on a campaign. This flexibility to alter any aspect of a campaign, from determining how many cells to work with, to the breakpoints for each cell, and being able to see exactly how each change would have impacted response and profitability is unprecedented.</i>
Deciding how many cells to work with and what the intervals or ranges should be is important. Consequently, whoever establishes and maintains the cells needs to be experienced in that marketplace, in that business, or better yet, both.	<i>SuperRFM uses advanced analytics to automatically recommend the optimal number of cells and value ranges for each cell, eliminating the need for in-depth knowledge of the marketplace or customer base.</i>
Transactional data may be available but it is not always easy to work with. RFM cannot easily accommodate other elements such as product codes, price, or demographics.	<i>SuperRFM lets you analyze more than just recency, frequency, and monetary value for powerful new insights. Easily filter data and introduce additional dimensions to your analysis such as product codes, gender, or even lifestyle data.</i>
It is difficult and time consuming to prepare and alter reports, plus it is simply not possible to capture and report on certain aspects of orders and customers.	<i>SuperRFM comes with a wide range of reports that let you easily monitor and share results. Unique reports such as One-time versus Multi-buyers, and New Versus Repeat Customers provide new and valuable insight.</i>

### Trust ASA for Automated Analytics

You asked us for an easy-to-use RFM tool and we listened. ASA, a leader in automated analytics since 1992, understands what you need to perform better, faster data analysis. We are experts at automating and optimizing key marketing and analytical processes, and providing intuitive solutions that work the way you should expect them to — efficiently, effectively, and without constraint. And always improving your bottom line!

For more information contact ASA by calling 412.220.9300 X219 or visit [www.asacorp.com](http://www.asacorp.com)



Powering Analytical Decisions

3117 Washington Pike  
Bridgeville, PA 15017

V 412.220.9300

F 412.220.3878

[www.asacorp.com](http://www.asacorp.com)  
[asa@asacorp.com](mailto:asa@asacorp.com)