



*Why SuperRFM*



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RFM is a proven method that many marketers have come to rely on for segmenting and identifying desirable customers based on who has purchased most recently, most frequently, and the highest dollar amounts. Overall, RFM is a reliable way to balance response rates with regard to profits.

But RFM is a highly manual process that requires a fair amount of time and attention. Additionally, economic conditions and increased competition for incremental revenue gains are putting more pressure than ever on marketers to get as much performance as possible out of every promotion.

For marketers who want a pragmatic way to expand their toolset, it's clear they need a faster, more efficient approach to segmentation analysis.

## *SuperRFM Builds on RFM's Strength and Introduces NEW Capabilities*

With SuperRFM, ASA makes it possible for you to take the next step in RFM analysis. SuperRFM is a next-generation segmentation tool that delivers the RFM analysis you've come to rely on, plus a whole lot more, all in an innovative, easy-to-use application.

SuperRFM empowers marketers with exciting new capabilities that greatly facilitate the decision-making process behind segmentation analysis and list creation as you search for greater and greater profitability.

SuperRFM is automated and flexible, perfect for today's high pressure/high expectation world. It eliminates the need to involve IT in data extracts and preparation, and enhances your self-reliance and productivity through a broad range of unique features, functions, and insightful reports. Thanks to SuperRFM, marketers can finally move beyond the constraints of RFM analysis to:

- Filter data with ease to gain new insight on customers, product lines, seasons, and more.
- Perform historical and “what if” analysis on past campaigns so you can consider other segmentation scenarios and see how you might have done better.
- Save those alternative segmentation scenarios as “templates” and easily apply them to future promotions with the click of a button.
- Leverage statistically refined RFM ranges that give you the ability to “cherry pick” among cells for any given promotion or list creation.
- ...and there's plenty more.

## *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 visiting [www.asacorp.com](http://www.asacorp.com).