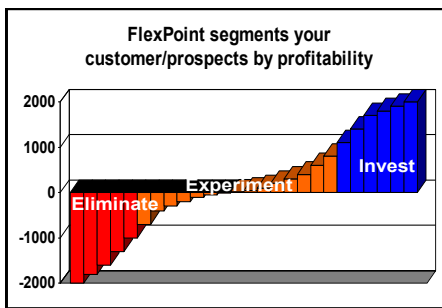


FlexPoint identifies where to target your future Direct Marketing

Delivering Marketing ROI

Marketing Return On Investment (ROI) is much talked about but is hard to deliver. And with marketing departments under pressure as never before to PROVE they can make a difference a new tool was needed. Welcome to FlexPoint™ from Atrium Group.



Fast Results

FlexPoint™ helps marketers quickly and easily apply the long-accepted principle that some customers are more profitable than others, that some are more worth marketing to than others and that some

should never be marketed to in the first place. Put simply, FlexPoint helps marketers acquire customers that are more profitable at a lower cost per sale.

Not All Customers Are Equal

Some customers are profitable, many are not, costing more to acquire than they make in income. FlexPoint identifies customer groups where the cost of sale is higher than the profit margin. In other words, these customers are reducing profits, not increasing

"We implemented FlexPoint and saw an immediate improvement on our results"

Jonathan Dutton, Operations Director,
Chartered Institute of Marketing

them. Removing these customers from the outbound marketing activity thus improves profits.

Better Marketing Results

Refocusing the marketing budget on the more responsive and more profitable customers has a dramatic effect:

- 40% performance improvement
- Better sales leads
- Faster conversion to sale
- Lower cost-per-lead
- Higher average sale value
- Lower business costs
- Lower sales and marketing costs

How does it work?

FlexPoint works by using the results of your past Direct Marketing to group all the contacts in your database by the relative cost of generating a response and/or a sale. Because it uses the actual cost of that outbound marketing effort it shows clearly where your best opportunities lie.

16,000 cells

It does this by dividing the whole UK into cells—16,000 for consumers and 600 for businesses. Every postcode is allocated to a cell based on data from the UK Census and other "lifestyle" data.

In the case of businesses it is based on SIC code, location, turnover, number of

employees and ownership. Then we take your customer, prospect, suspect and marketing data and use this to give each cell a FlexPoint value. This value reflects the return on marketing investment you get from the cell.

	AB1 4AW	RG12 1BP
Customers	B17 8GH	EX4 2LP
Prospects	PS21 3FD	W1 9AP
Suspects	SL4 2WS	W2 9BZ
Not marketed	NR14 3SX	EN5 7TS
	BN2 1FJ	CR14 6SD

Nobel-winning

FlexPoint is based on Ken Arrow's Nobel Prize winning Theory of Social Choice. This found that it IS possible to group people together by their likely buying behaviour.

Turning this theory into practice has taken nearly 4 years and a budget of approaching £2million. Now this uniquely powerful tool is available for you to transform your marketing ROI.

A different model

FlexPoint uses a different approach to traditional modelling—one that is based on hard fact. This means it delivers more reliable, and better, results than traditional modelling using tools like SAS or SPSS. And, once you have FlexPoint you can incorporate it into your SAS or SPSS models and improve their performance too!



Gain Clear Insights

FlexPoint enables you to see instantly which segments cost more money to market and sell to than they generate. So now Marketing activity can be directed at those groups in your target market who are MOST receptive to your product and message.

atrium / FlexPoint

Easy Implementation

We analyse and extract all the data needed from your systems in order to build the unique FlexPoint codes for your company. The chart above indicates where this data is drawn from. FlexPoint is designed to work well even where your data is incomplete or imperfect. Once the codes have been generated they are then added as a two or three-digit field to your database.

Typical questions

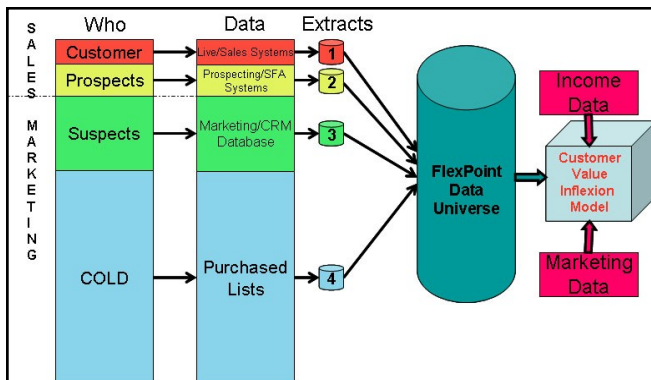
We often get asked a wide range of questions about FlexPoint. Below are the answers to some of the more common ones:

Q: Isn't this just another segmentation?

A: Yes, but the difference is that this is based on how people ACTUALLY behave in relation to YOUR product/message and, crucially your expenditure on delivering that message.

Q: Isn't it too complex to get the data needed?

A: Not really, the table below shows where we get the data. Our specialists do all the work to find the data—both inside your organisation and outside.



Q: Does it replace my segmentation/profiling?

A: No, not at all. You can use it alongside your existing segmentation. FlexPoint tells you WHO to market to, not WHAT to say to them.

Q: My data isn't very good, can I use FlexPoint?

A: The better the data, the better the result. But, because of the way it works, it can still give a good result on less than ideal data! Often we can find sources that fix the problem.

Q: Is it B-to-B or B-to-C?

A: Both

Q: How big a database do I need?

A: If you have between 10,000 & 30 million customers/prospects then FlexPoint can deliver a good return on investment for you. If you use resellers/retailers then the special reseller version of FlexPoint has been designed to work with far smaller volumes of data.

Q: What additional hardware/software do I need?

A: None! We do the work on our systems and deliver back to you a FlexPoint code for every record on your database. It is then just an additional field in your database.

Q: Who uses FlexPoint?

A: You'd be surprised—many we can't talk about. But they include The Chartered Institute of Marketing; RIAS—the leading household insurer for the 50+ market; Cisco—the world's #1 networking company, Samsung, the world's fastest growing electronics company.

Q: How much does it cost?

A: An initial analysis of your data and an assessment of the value that FlexPoint would be to you is completely free of charge. FlexPoint typically pays for itself in less than 60 days.

Assess your opportunity

You can find out exactly what FlexPoint can do for you with an initial assessment by our specialists. We make no charge for this and when you decide to proceed we will guarantee the return on investment you will get.



Next Steps

More and more top companies, large and small are turning to FlexPoint. To find out what it can do for you, call us today on +44 (0) 1189 880 321. Or visit our website at www.atriumgroup.com

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