



# CrossMatch™

## Understanding Multi-Channel Performance



*CrossMatch™ enables marketers to understand which campaigns drive sales. It marries the order placer to historical promotional files to determine which targeted efforts prompted a given purchase.*

In an evolving high tech world, customers have a growing number of ways to make a purchase. Shopping “on-line” means so much more than just using a computer. The multitude of purchase channels have made it difficult to link an order to the media that drove it. As a result, performance can be understated and decision making compromised. Cross Country Computer has the solution: CrossMatch™. It makes the connection between the purchaser and the targeted communications received.

### Contact Optimization

How many times should a prospect be targeted to ensure conversion to buyer status at a reasonable contribution? With CrossMatch™, marketers can control expenses and boost response with an understanding of the optimal times to mail a prospect who has never responded. Based upon this learning, a mail counter can be applied in the merge or a suppression file sent when renting names to see the benefits.



## CrossMatch™

*Understanding Multi-Channel Campaign Performance*

### The CrossMatch™ Methodology:

*CrossMatch™ marries the order placer to promotional history to determine which targeted efforts prompted a given purchase. Tiered customizable matching levels consider key elements to make this association: Presence on a given campaign file, products purchased, in-home date relative to purchase date, customer contact information, distance, keycode components, response channel and more. The output of this process is a set of robust reports analyzing campaign performance as well as a file that can be incorporated into a marketing database showing the campaign ID and segment associated with each transaction. Available reports include: Performance by Segment, Order Curve, Square Inch analysis, Product by Segment and more. CCC can report on the performance of your “Control Not Mailed” hold out group, where applicable. Provide your contribution metrics for profit/loss per order calculation.*

Number of Contacts	Quantity	Response	Response Rate
1	100,000	3,000	3.00%
2	100,000	4,000	4.00%
3	100,000	3,500	3.50%
4	100,000	3,000	3.00%
5	100,000	2,500	2.50%
6	100,000	2,200	2.20%
7	100,000	2,000	2.00%
8	100,000	1,500	1.50%
9	100,000	1,000	1.00%
10+	100,000	500	0.50%
	1,000,000	23,200	2.32%

**CrossMatch™ enables marketers to optimize targeting and reach ROI goals**

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### **Daily CrossMatch™**

Cross Country Computer can deliver campaign performance results at your desired frequency level. Our full-service model allows our account team to deliver results to you from monthly to weekly. For those clients who need to see results more frequently, we offer a subscription based self-serve daily module. Daily CrossMatch™ allows the end user to upload daily purchases for on-demand reporting. Contact us to determine the best plan for your needs.

### **CrossMatch™ Business Module**

Cross Country Computer understands the special needs of the B to B marketer. The purchaser is not often the decision maker: CrossMatch™ identifies possible pass-along orders and differentiates between purchase-influencers, decision makers and order-placers by analyzing the title, department, discipline and position-level of contacts targeted versus those that respond. This type of analysis is possible with our proprietary Title Beautification™ service which matches titles that are spelled differently. Title Beautification™ knows that "VP OF PURCH" and "PURCHASING VICE PRESIDENT" are the same title. Employee turnover adds complexity

as new decision makers enter an organization and purchase history can be lost as a new contact looks like a first time buyer. With CrossMatch™, marketers can identify possible new hires by looking for new responders holding positions at companies previously held by another employee.

### **Why Cross Country Computer (CCC)**

CCC has been servicing all aspects of the direct marketing industry since 1975 with affordable, value based, solutions that allow all companies to be more strategic. We offer a wide range of services from database development and hosting to merge purge, data hygiene, email deployment, list rental fulfillment, data enhancement and analytics. For more information on Cross Country Computer's marketing solutions, please contact us at (631) 851-4234 or via email at [Inquiry@CrossCountryComputer.com](mailto:Inquiry@CrossCountryComputer.com)

