

nsite

Identify, target and capture your most profitable opportunities

Once your data is in a standard and stable environment, you can use modeling, segmentation and other logic threads to quantify and capture your opportunity by product, segment or geography.

At Blu we call it nsite, a bundle of data profiles, models, segmentation systems and logic that can work with our ntegrate product or any other MCIF or data mart. Blu's nsite bundle of products has evolved over a decade of logic refinement and diligent pursuit of higher ROI returns that have been validated and refined through tracking more than 50 million direct marketing opportunities. Blu has a viable and proven solution for any initiative that you may encounter.

CASE STUDY: ATTRITION MODELING

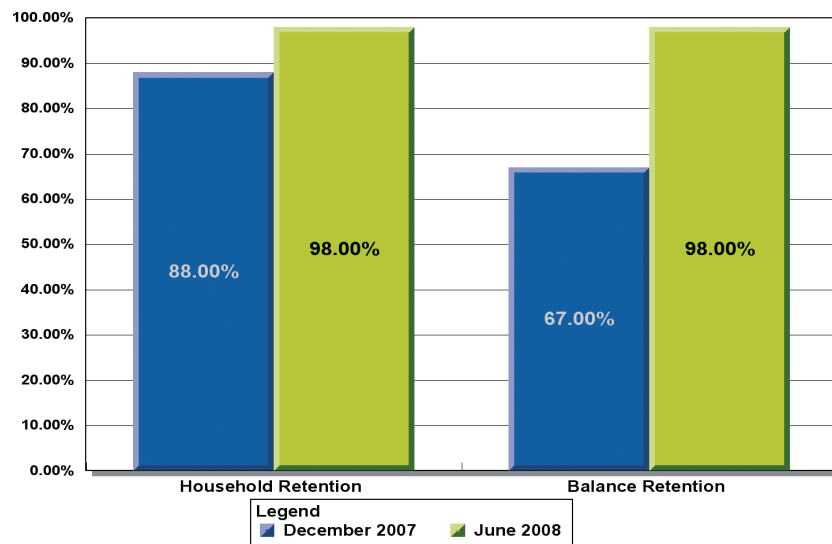
Program Overview

A financial institution with \$10 billion in assets partnered with us to create an attrition model to help identify at-risk customers. From the model, we score the client's database monthly, send mail to a portion of the top decile and provide net change reports to the client for review. Since implementing the model, the client has realized a significant increase in both household and balance retention.

Tracking Results

The chart below shows retention levels after implementing the model as of June 2008 and compares these statistics to the retention levels realized throughout 2007 prior to implementing the model.

In comparing communication methods within the top decile, the client realized the following retention results:



Group	MARCH DROP		APRIL DROP		MAY DROP	
	Balance Retention	HH Retention	Balance Retention	HH Retention	Balance Retention	HH Retention
1A – Mail and Phone	117.63%	99.90%	104.32%	99.70%	99.08%	99.80%
1A No Mail and Phone	128.21%	99.42%	101.11%	99.85%	94.01%	99.71%
1B Control	111.08%	99.65%	98.66%	99.70%	99.43%	99.94%