



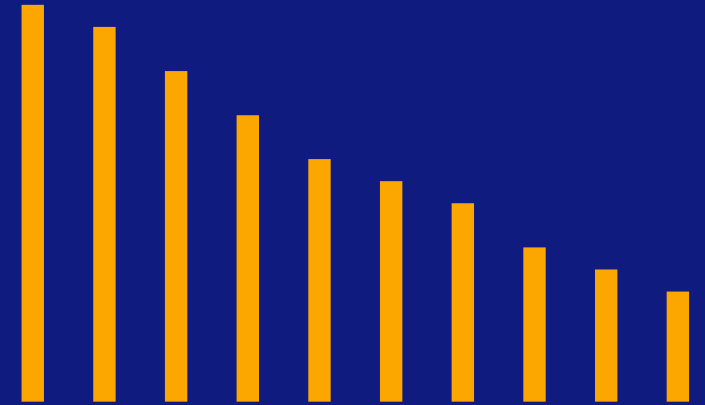
SUPER VARIABLES®

AN Analytic Marketing Partners
INNOVATION

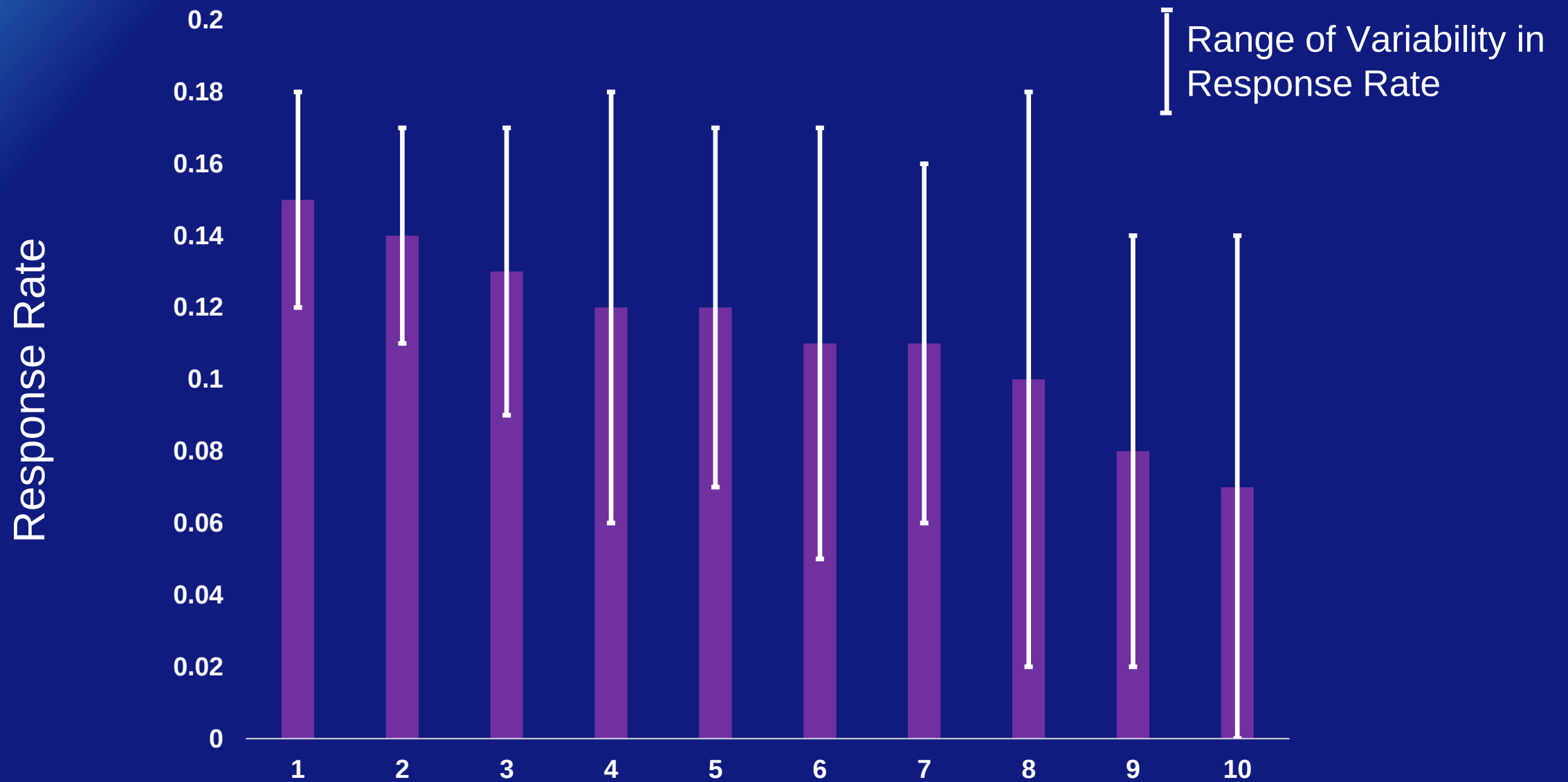


What are SUPER VARIABLES®?

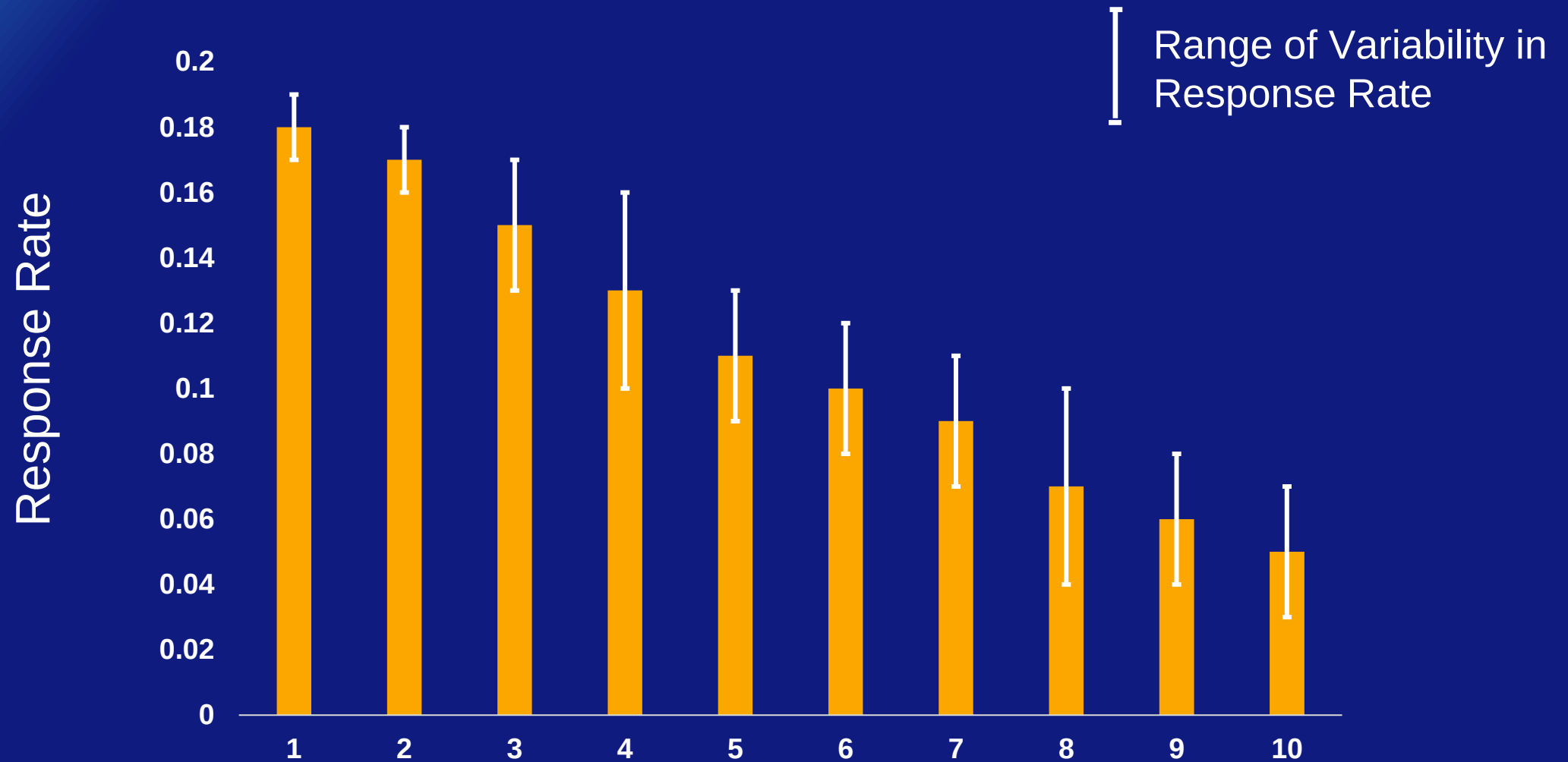
- 4800 proprietary spatial variables
- Indexes that combine two variables to make a more predictive custom variable
- Improves data model predictive power
- Utilizes every record, not reliant on name and address
- Empowers predictive modeling beyond common modeling inputs



TAKES A MODEL FROM THIS



TO THIS



OPTIMIZED, ORGANIZED, **HIGHLY** PREDICTIVE

SUPER VARIABLE[®]

Case Study

The Problem

EVERYONE LOOKS THE SAME.

An AMP Partner was modeling into a pre-selected universe with certain required criteria such as age, homeowners, and limited geography.

Available prospects LOOKED THE SAME, and the partner needed a way to differentiate them.

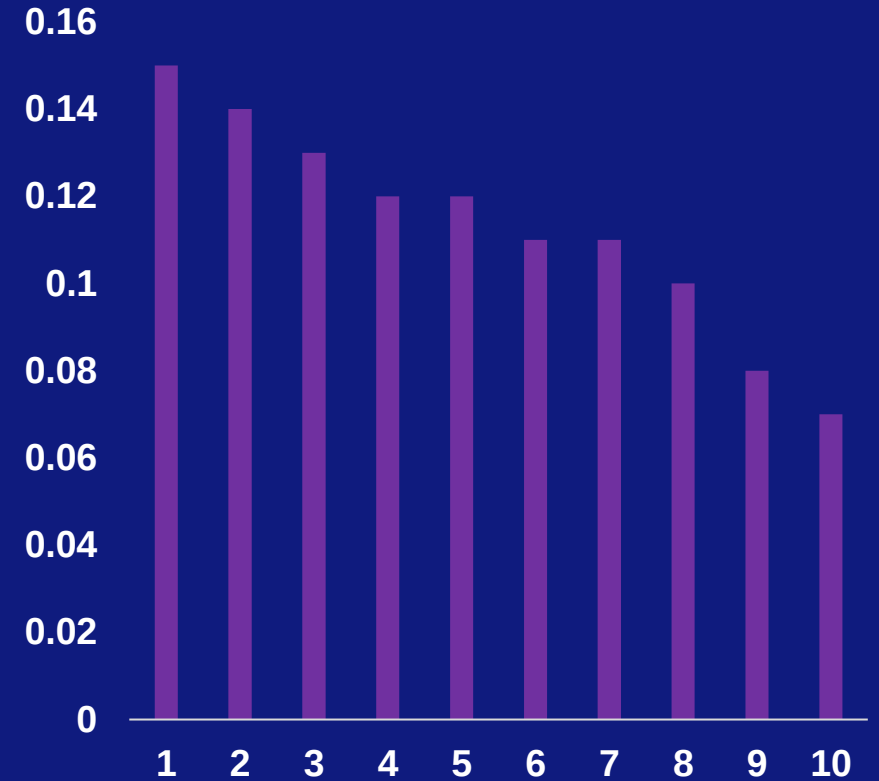


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Case Study

The Goal

Improve response rates in the top 3 deciles while reducing response rates in the last 3 deciles.



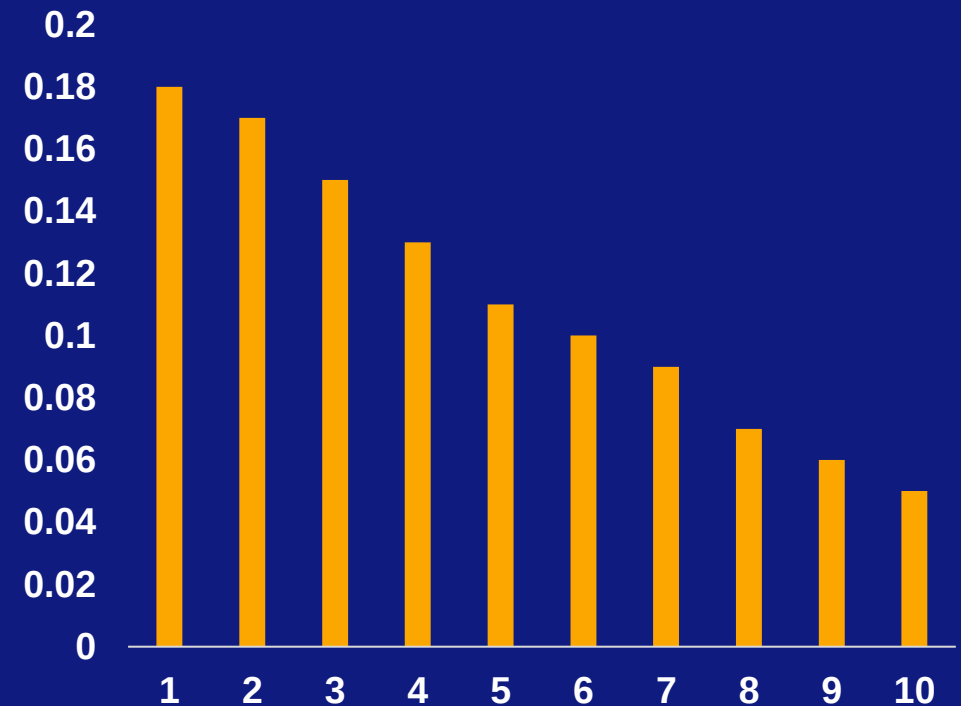
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Case Study

The Solution

A modeled data set was sent to AMP.

Sensitivity correlations were applied, filtering down to the best Super Variables to use in modeling.



SUPER VARIABLE®

Case Study

The Results

Improved Response Rates by **30%** in the top 3 deciles.

Decreased Response Rates in bottom 3 deciles by **28%**.

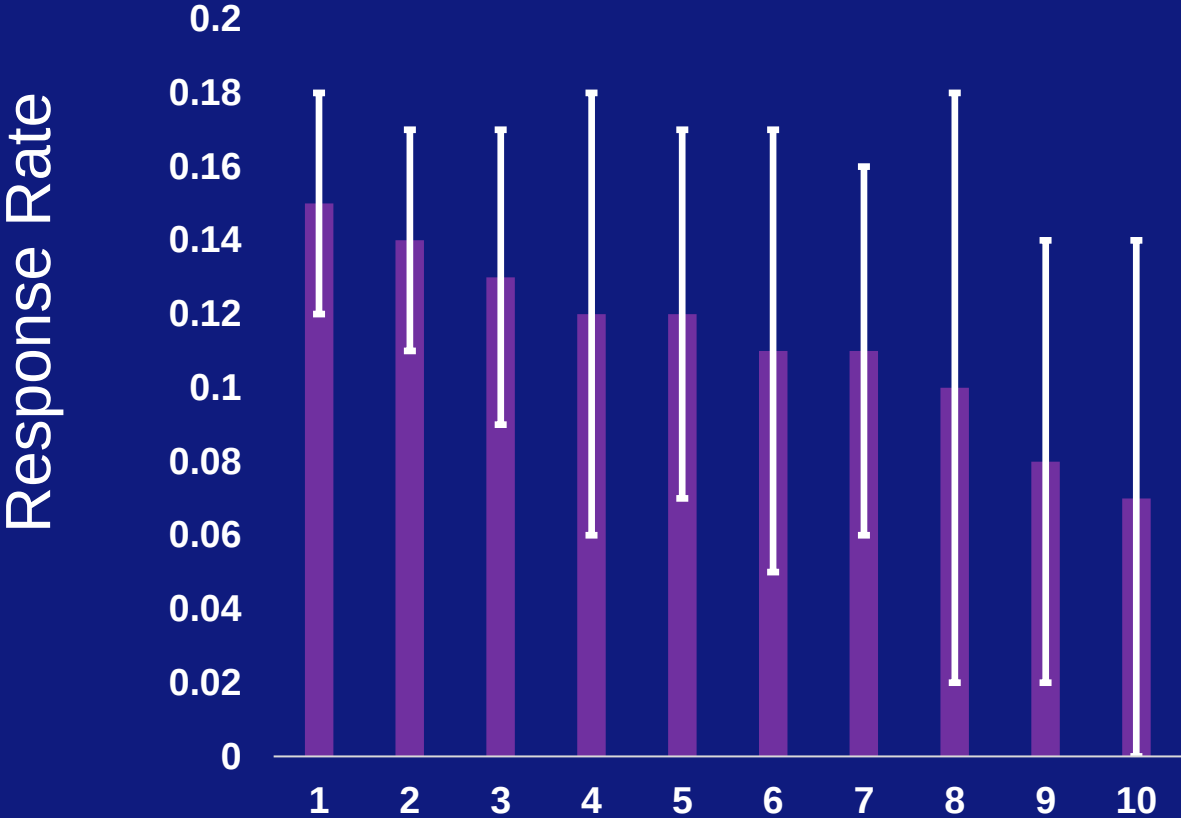
Improved Predictability by **9.5x**.



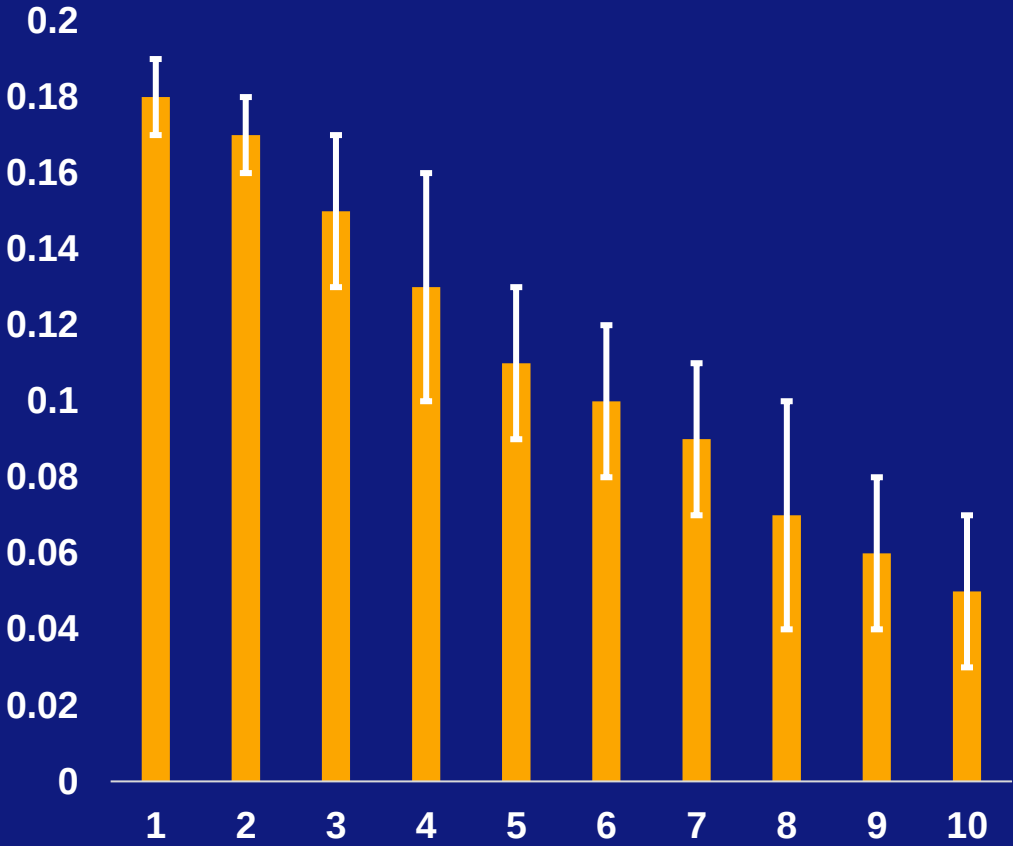
SUPER VARIABLES® IMPROVE PREDICTABILITY BY 9.5X

Response Rates Increased 30% in Top 3 Deciles

■ Partner RR



■ Partner + AMP RR



| Range of Variability in Response Rate

THE POWER OF SUPER VARIABLES®

- Accessed 4800 NEW proprietary spatial variables
- Improved model by 9.5X
- Solved “everyone looks the same” syndrome
- Spatial data allowed partner to use every record in their model
- Resulted in an organized, optimized model

