

Allegiant Services: **Analytics**

Allegiant experts have extensive experience in analytic, measurement, modeling and segmentation strategies. We are constantly building and testing analytic methods to handle your most difficult marketing issues – contact strategy optimization, channel rationalization, media optimization and insightful customer segmentation strategies.

While we are capable to help our clients with most any challenge, work performed typically falls into the following categories:

Customer Insights

- Data Mining
- Dimension Development
- Customer Segmentation
- Behavioral Segmentation
- Profitability Analysis

Predictive Modeling

- Customer Valuation
- Statistical Modeling
- Expected Value Modeling
- Incremental Value Modeling
- Contact Strategy Optimization
- Defection & Churn

Allegiant data services can be provided on an as needed basis, or as one component of a complete and integrated loyalty management solution for your company. Allow us the opportunity to partner with you and experience how Allegiant delivers solutions that Harness the Power of Loyalty™ for your business.