

# Hansa Analytics Capabilities

Using Data to Move your Business Forward



# Hansa's Portfolio

**HANSA**  
Brand Strategy

**HANSA**  
Digital

**HANSA** Marketing Services

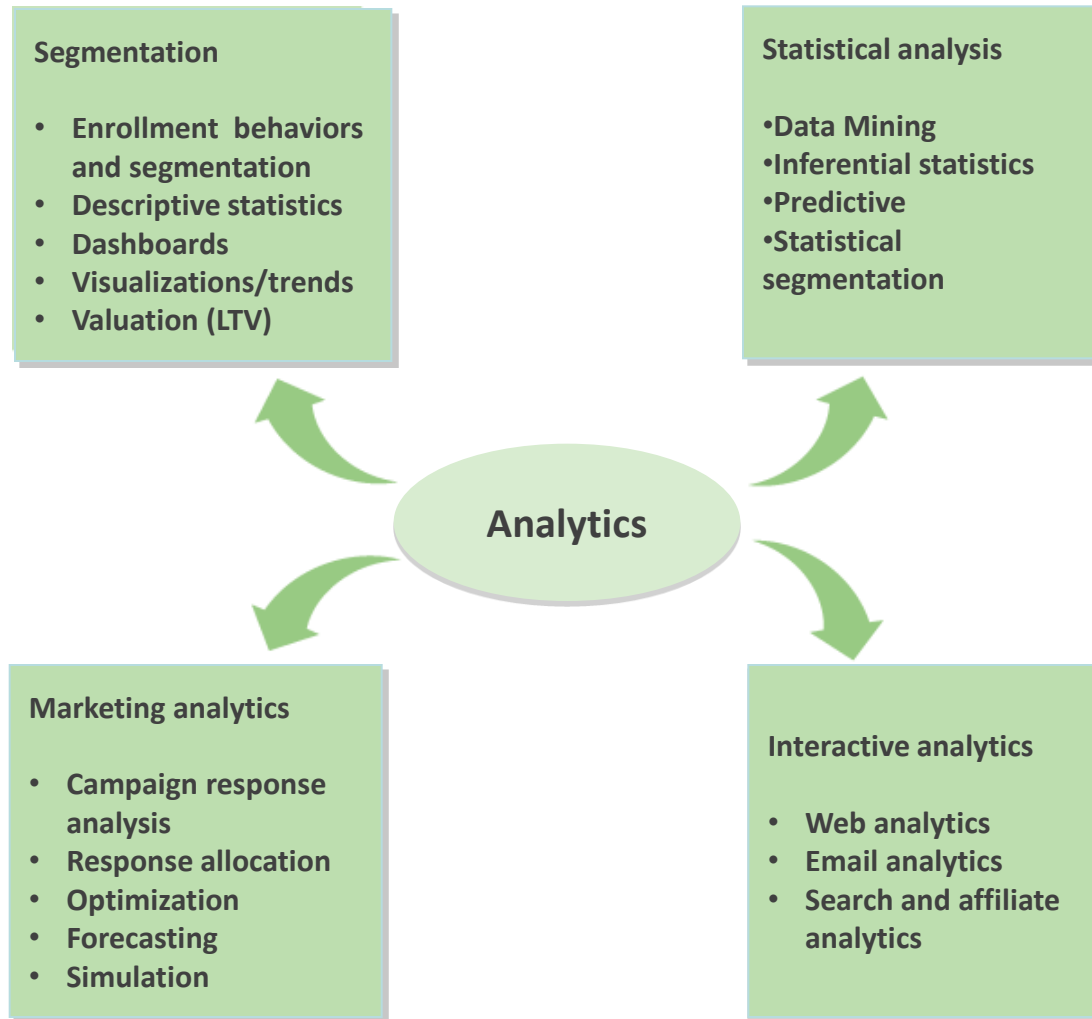
**HANSA**  
Measurement

**HANSA**  
Customer  
Experience  
Research

# The Modern Marketer's Challenge

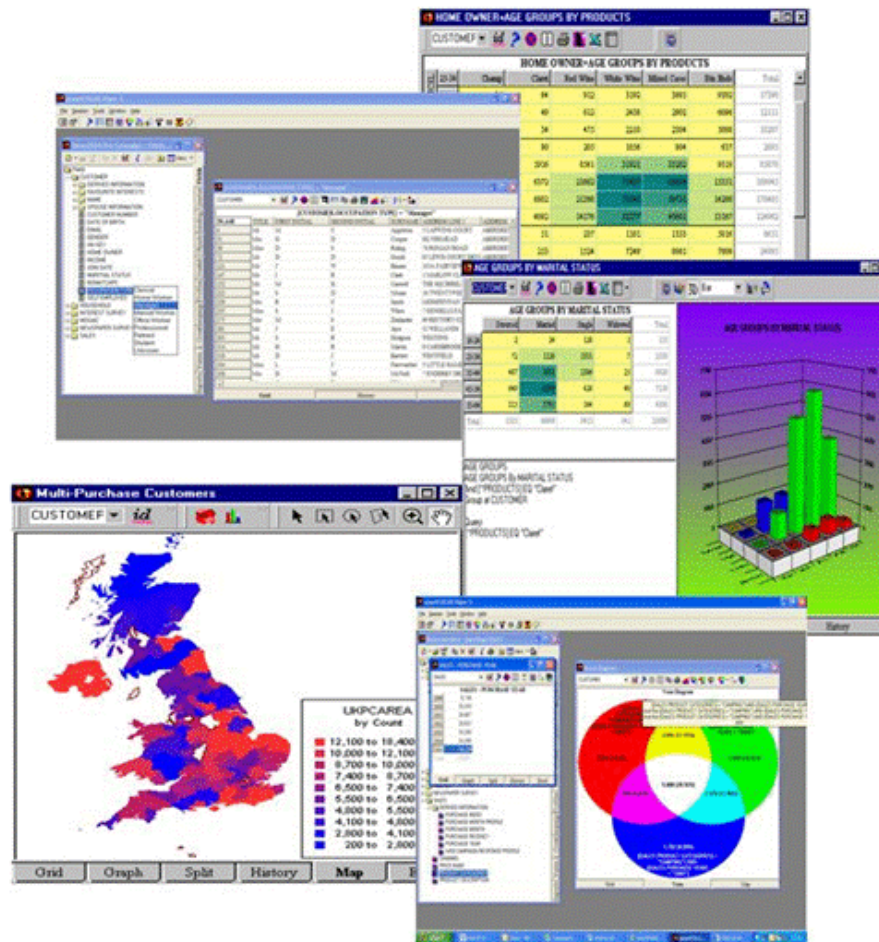
- Marketing managers are being asked to justify their spend and measure the ROI of advertising
- Accountability is more important today than ever
  - The problem is, despite technology advances, measuring marketing effectiveness is much harder to do

# Our analytic solutions



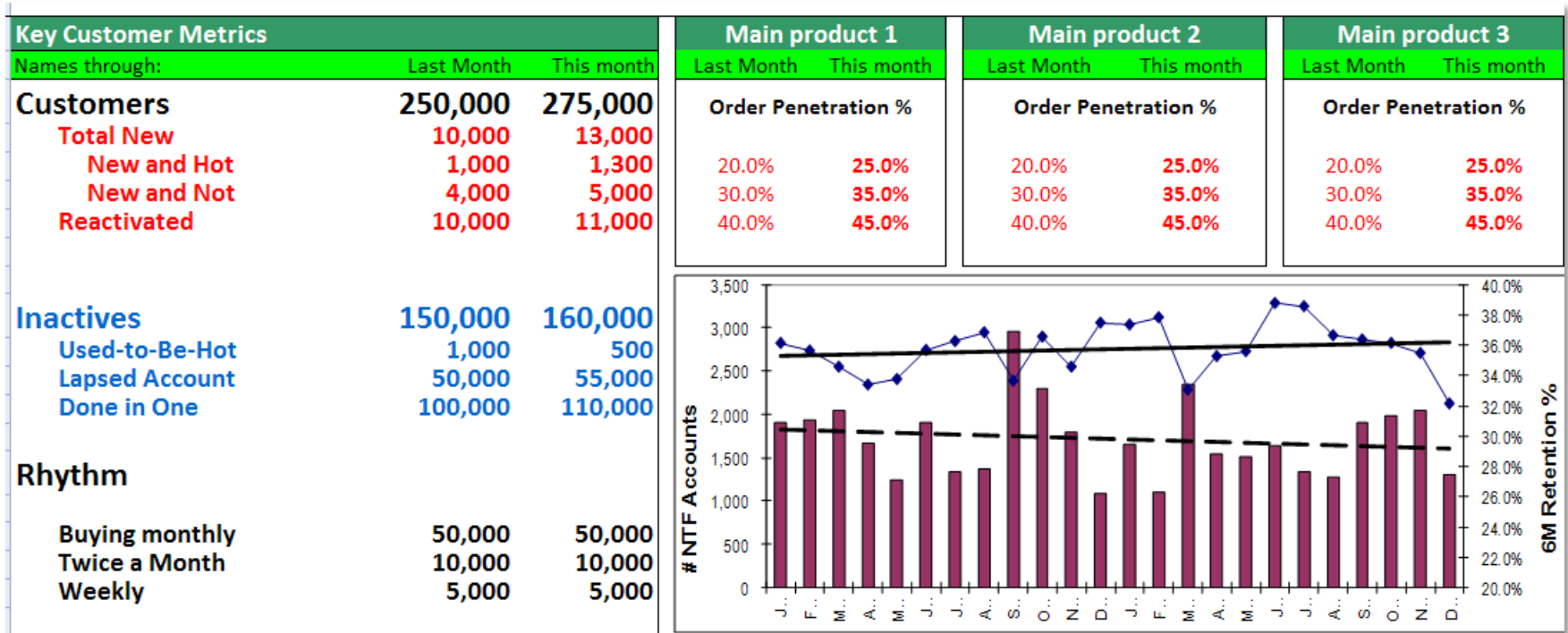
# Our Work Delivers Business Solutions

- We utilize marketing technology that solves business problems with an eye toward financial goals



# Our Work is Designed to be Embedded

- Our deliverables are designed to become strategic to the business operation
  - Dashboards summarizing business performance



# Our Work is Multi-Channel

- We deliver email analytics beyond opens and clicks

## RFM and Email analysis

Recency	Active Email	%	Total Emails	Emails /Buyer	Opener	% who Opened	Opens	Opens /Buyer	Clickers	% who Clicked	Clicks	Clicks /Buyer	CTR
0 - 3 Mos	70,960	74.6%	2,124,751	29.9	43,580	61.4%	339,099	4.8	33,304	46.9%	115,778	1.6	5.4%
4 - 6 Mos	79,305	83.4%	2,212,122	27.9	42,724	53.9%	342,965	4.3	30,743	38.8%	102,063	1.3	4.6%
7 - 12 Mos	131,193	80.2%	4,161,901	31.7	57,161	43.6%	407,003	3.1	36,133	27.5%	95,216	0.7	2.3%
<b>0-12M buyer</b>	<b>281,458</b>	<b>79.5%</b>	<b>8,498,774</b>	<b>30.2</b>	<b>143,465</b>	<b>51.0%</b>	<b>1,089,067</b>	<b>3.9</b>	<b>100,180</b>	<b>35.6%</b>	<b>313,057</b>	<b>1.1</b>	<b>3.7%</b>
13 - 18 Mos	110,122	75.2%	3,550,586	32.2	44,609	40.5%	310,592	2.8	27,159	24.7%	65,970	0.6	1.9%
19 - 24 Mos	94,968	71.7%	2,813,285	29.6	33,669	35.5%	221,741	2.3	19,487	20.5%	43,939	0.5	1.6%
25 - 36 Mos	160,279	67.4%	4,036,381	25.2	49,156	30.7%	308,036	1.9	27,007	16.8%	57,400	0.4	1.4%
37 - 48 Mos	73,727	44.8%	2,173,384	29.5	21,294	28.9%	135,273	1.8	11,350	15.4%	23,129	0.3	1.1%
49+ Months	60,842	24.9%	2,035,069	33.4	16,946	27.9%	111,304	1.8	8,953	14.7%	17,889	0.3	0.9%
<b>Grand Total</b>	<b>781,396</b>	<b>61.1%</b>	<b>23,107,479</b>	<b>29.6</b>	<b>309,139</b>	<b>39.6%</b>	<b>2,176,013</b>	<b>2.8</b>	<b>194,136</b>	<b>24.8%</b>	<b>521,384</b>	<b>0.7</b>	<b>2.3%</b>



# Our Work is Left and Right Brained

- Brands and customers have relationships
- Winning brands connect with their customer's heart and mind
- This emotional connection drives behavior that delivers business results — increased consideration, increased spend, increased brand community engagement and increased positive word-of-mouth

## Head Elements: What Do I Think?

- cognitive
- calculative
- intellectual
- functional
- cost
- ROI
- performance
- technical

### *Examples:*

- *Affordability*
- *Value*
- *Quality*
- *Convenience*

## Heart Elements: What Do I Feel?

- emotional
- ego
- self-image
- social approval
- trust
- fear
- aesthetics

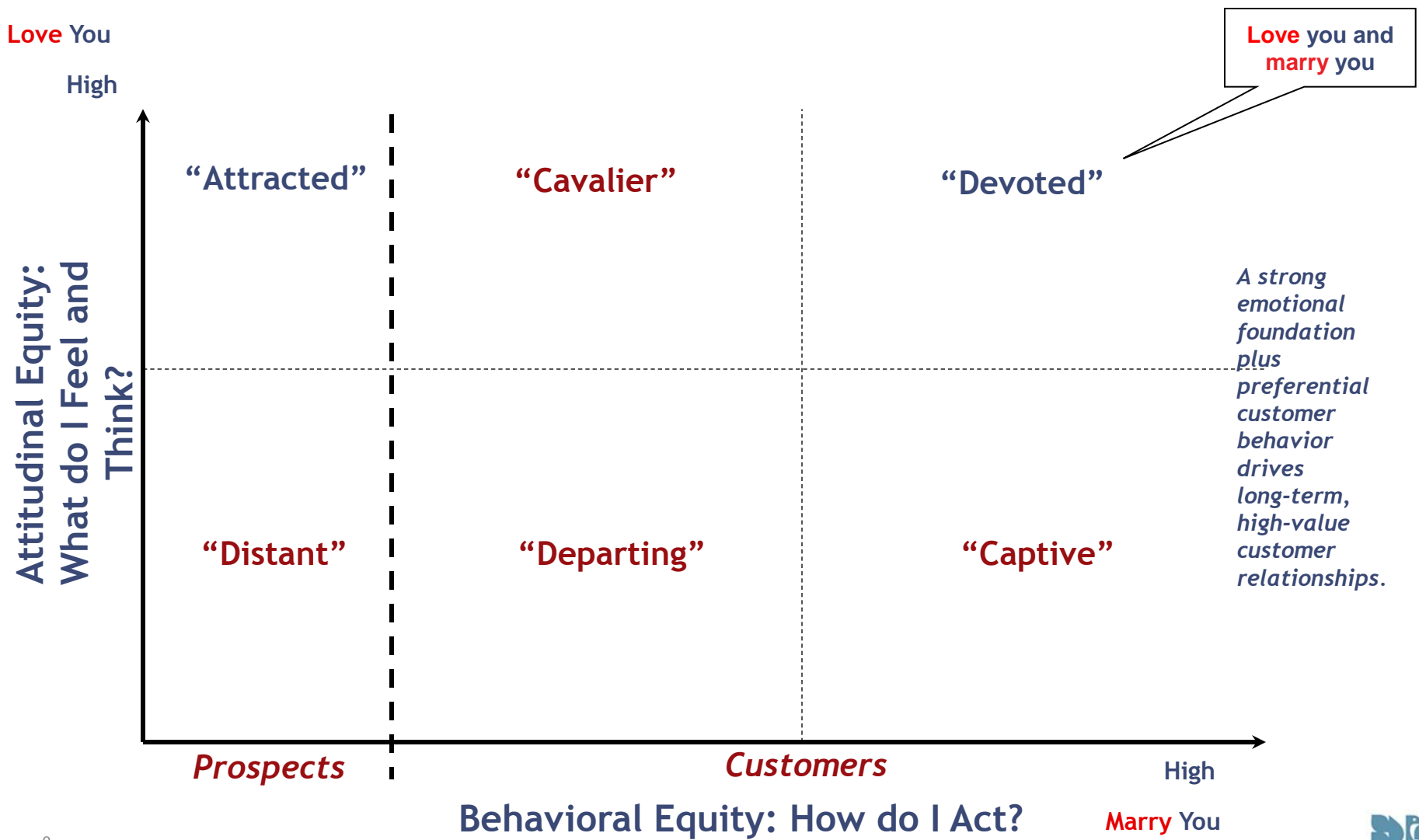
### *Examples:*

- *Fun*
- *Cool*
- *Trendy*
- *Exciting*
- *Surprising*
- *Trusted*
- *Safe*





# Your Roadmap to Devoted Customers: Deeper, More Profitable Customer Relationships





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