

A decorative circular path made of dotted lines surrounds the central text. Along this path are several circular icons. Some are dark blue with white symbols: an envelope, a trash bin with an envelope, a document with a refresh arrow, a document with a minus sign and a close 'X', and a document with a plus sign and a lock. Other icons are smaller green circles with a white plus sign or pink circles with a white minus sign.

Alliant®

# How to Acquire More Super-Subscribers & Combat Churn

When it Comes to Consumer Targeting,  
It Pays to Get the Whole Story

A Data-Driven Marketing eBook

# We've all been there.

You analyze your customer data. You develop insight into their purchase histories, their interests, their demographics, even their channel preferences.

Maybe you even pay to have a look-alike model built to find similar subscribers.

You do everything right. And yet, when you review the numbers, you discover the campaign underperformed — or maybe even lost money.

**What gives?**





# It's a Common Conundrum.

Subscription marketers often build audiences by focusing on the attributes that constitute positive behavior, like affinity, recency and order value.

But understanding the behaviors that cost your company (or your client's company) big money is the key to generating campaign profit.

# How Well Do You Know the Guy in the Basement?

Here's how a really smart client describes the power of "negative" data:

"Your friend sets you up on a blind date with someone she says is a catch. Handsome with a great personality. You meet — and she's right! Only to find out she neglected to mention **he lives in his mom's basement and is swimming in debt.**"



Cue: Tinder swipe left!



# Building Audiences for Profit Means Understanding 'Negative' Behavior Too

Most data scientists swear by transactional data for developing strong acquisition models. And no doubt, purchase history is the gold standard for predicting interest and response.

But what about identifying consumers likely to become long-term, profitable customers? By looking at the good, the bad, and the 'iffy' of consumer purchase behaviors you'll be able to more accurately predict future profit performance.



Imagine you're reviewing the profile of a consumer with a classic RFM lens to see if she'd be a good candidate for prospecting.

She checks all the right boxes: a flurry of transactions, multiple shipments, and recent engagement. Not too shabby!



#### With Positive Data Only

- + Response/Click-through
- + Product Purchase
- + Response/Click-through
- + Subscription Shipment #1
- + Subscription Shipment #2

GRADE



Now, imagine digging a little deeper to uncover her negative behavior, too.

Your perception of her as a prospect changes once every transaction is surfaced, right?

When you can see a complete picture of consumer behavior, building profitable relationships gets a whole lot easier.



#### With Positive & Negative Data

- + Response/Click-through
- + Product Purchase
- **Returned**
- + Response/Click-through
- + Subscription Shipment #1
- + Payment
- + Subscription Shipment #2
- **Credit card reject**
- **Payment notice sent**
- **2nd Payment notice sent**
- **Write-off**

GRADE

**D+**



#### With Positive Data Only

- + Response/Click-through
- + Product Purchase
- N/A---
- + Response/Click-through
- + Subscription Shipment #1
- N/A---
- + Subscription Shipment #2
- N/A---
- N/A---
- N/A---
- N/A---

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**A**

# Find Your Superpower with the Right Data Sources — and Scientists

Accessing a combination of 1st, 2nd and 3rd party data from hundreds of sources is the one-two punch of successful marketers. A consumer's relationship with one brand doesn't determine how they'll engage with yours — but by working with a partner that trends behavior across enterprises, you'll have the power to start seeing the future.

It's part art, part science and really not very easy. But with a smart data scientists, and advanced techniques like **multi-behavioral modeling**, you're sure to feel like it is.



## What is Multi-Behavioral Modeling?

It's the secret sauce many of our subscription commerce clients use to optimize their campaigns for profit.

To learn more, go to: [alliantinsight.com/blog/multi-behavioral](https://alliantinsight.com/blog/multi-behavioral)





Modeling for profit is an  
advanced art at Alliant, and we  
have the case studies to prove it.

Talk to us about strategies for tapping  
positive and negative transactional data  
with your next campaign — and see for  
yourself how getting the whole picture  
can make you an ROI hero.

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When & Where You Need It.

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