CREATING IMPRESSIONS

Gain Deeper Customer Insights for Better Targeting

What Are Descriptive Analytics?

Descriptive analytics are a basic profile or snapshot of your customers. This type of profile finds and describes the common demographics of your customers. It then helps you better target prospects based on demographic look-a-likes in your markets.

How Does SnapShot Support Your Marketing Efforts?

Marketers understand that there are other effective ways to target prospects than through traditional demographic lists. Enter SnapShot, Colorworks' profiling technology. SnapShot matches your customers to a predefined set of demographics and develops a view of exactly who your customer is through a concise, automated report.

Snapshot's quick and easy-to-understand report scores prospect records and increases marketing ROI by providing you with a detailed demographic view of your customers. Armed with this information, you can make better target marketing decisions for your campaigns.

How It Works

Snapshot statistically profiles your best customers against compiled data and creates a profile report detailing what makes them different from everyone else around them. Your customer file is matched against our comprehensive database to create a customized market penetration analysis. The strength of SnapShot lies in its ability to identify **28 consumer and 16 business demographics,** revealing more information about your customers, so you can market more effectively.

How Do I Start?

Supply us with your customer file (name & address) of at least 500 customers and we'll return a report showing you the exact demographics of your customers.

What's Next?

Supply zip code(s) and we'll rank everyone on a scale of 1 to 100 as to how closely they match your existing customer. We can then target the top 20% (or less) with a direct mail campaign.

What Does It Cost?

$400 for the SnapShot report on your customers. The price for a mailing list of prospects that matches your customers:

  $100/M – Multi-use list of unlimited mailings for 1 year
  $50/M – One time use of the list
  $150 Minimum order