

Introducing RP²

Rapid Progress
Prospector

rpm²

RAPID PROGRESS
Marketing & Modeling, LLC

Rapid Progress

Customer acquisition is the lifeblood of every business. Until now, the use of Predictive Analytics to target high-value prospects has been an expensive process many businesses could not afford. Meanwhile, those who do employ modeling often must gamble on future sales to recover customer acquisition costs and breakeven. Plus, every business is under ongoing pressures to achieve greater Marketing ROI's.

RP² ... BETTER, FASTER, AND CHEAPER

Rapid Progress Prospectorsm (RP^{2sm}) is the fulfillment of over 30 years of Data Science experience across many industries. Quite simply, when it comes to your business-to-consumer needs, it gives you prospecting solutions you've always wanted:

- Proven, State-of-the-Art Predictive Analytics
- Driven by Experienced, Senior-Level Experts
- One of the Widest Ranges of Predictive Data Available
- Rapid Development and Deployment
- ALL at a Fraction of Traditional Costs

Better, faster, and cheaper. Unlike the old joke, you don't have to pick just two. You really can have it all!

RP² IS BETTER

Recent years have seen an explosion of new Data Mining and Predictive Analytics technologies. And at RPM², we've been pushing and riding the crest of the wave. RP² capitalizes on the most successful algorithmic applications along with the added capabilities of increased computing capabilities.

One important advancement is called "ensemble modeling." In the past, a single model would be developed to target prospects based on a single set of characteristics. However, consumers are complex and no model is perfect. So, while good, a single model solution is subject to greater predictive error. With RP², an ensemble of models is developed to decrease this error through the consolidated strength of many predictions that employ more predictive characteristics.

Think of it this way. Let's assume your doctor says you need a serious surgical procedure. Under such circumstances, most would seek a second or a third opinion because there's a lot at risk and your original doctor's diagnosis could be wrong. So, each additional physician examines you through the lens of their unique expertise and may use differing inputs and tests to arrive their own diagnoses. For you, this greater amount of information from more experts means you have greater confidence that your decision will be the right decision.

This is exactly how an ensemble of RP² models works for you. Instead of receiving a single modeling opinion from one expert model, your prospecting prescription leverages many ... usually *hundreds* ... of expert inputs.

But "Better" doesn't end there.

In order to identify your best prospects, you need more than the best models, you also need the best lists and the best data to fuel the models. **With RP², you're not limited to a single source of data.** Unlike most suppliers, we work with multiple providers of lists and demographic data ... industry leaders ... the best in the business. So we're able to better match your needs to the greatest diversity of targeting data and lists. Additionally, because of these special relationships, we're also able to test hundreds of potential targeting variables and identify the most impactful ones at no additional cost to you.

RP² IS FASTER

Speed may be the most understated feature of RP². Because we've lived in your shoes, we're aware that when you need a targeting model, a sense of urgency is implicit. You don't need it next month, you need it now! But you also can't afford to take potentially-costly shortcuts. So, before we go any further, we want to be crystal clear about something of vital importance:

RP² IS NOT "AUTOMATED MODELING"

We applaud those who're working to advance Data Science and Predictive Analytics but please don't believe some of the hype. The truth is ... we're far from having automated solutions that can do the all the thinking and decision-making that's needed to develop your most effective targeting models.

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While getting better, software and modeling algorithms are really just “tools” and no tool is better than the artist-practitioner who’s using them. The paintbrush is not greater than the painter. Similarly, the finest, most sophisticated race car cannot provide what it takes turn a novice into a winning driver.

So, when corners are cut, the worst place to find yourself is in the back seat of an automated modeling solution, crossing your fingers, letting something with an IQ of zero drive you. Trust us when we say we’ve come in to clean up many of the resultant wrecks.

Then how does RP² achieve “faster”? Well, we’re not prepared to give away trade secrets. However, we will tell you that if you know what you’re doing, consumer prospecting is a unique situation where great time efficiencies can be achieved with zero impact on quality. So in addition to everything else, **every RP² solution is developed by experienced Data Scientists who never drive blindly - they know how to get you to your destination.**

What does this mean for you? It means you get more models and more available data working for your objectives. It means you get the expertise of top Data Science experts to develop your solutions. And it means doing it in less time. In fact, once we have your data, you will have a fully-validated, ready-to-implement RP² model, along with a report of performance analytics, and prospect counts, all in no more than ten business days!

RP² IS CHEAPER

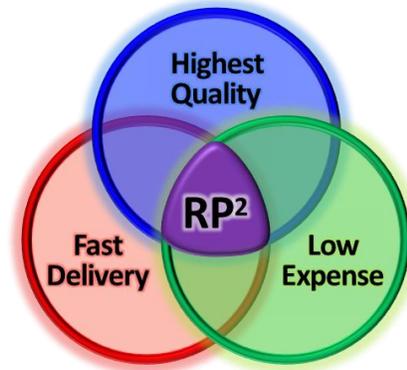
By now you realize that when we say “RP² is cheaper”, it doesn’t mean low quality. Quite the opposite! It means RP² is “efficient” and given that Predictive Analytics is all about achieving targeting efficiencies, it should come as no surprise that RP² not only delivers cost efficiencies for your prospecting campaigns, it delivers them to you. (We’re good at what we do. Everybody wins!)

How much more efficient? If we’re talking about traditional market rates, **RP² can reduce your model development costs by as much as 67%.**

With these kind of efficiencies, RP² makes existing applications much more profitable, more quickly. But lowering the cost bar also removes hurdles, making the productive benefits of Predictive Analytics available to more businesses.

IF THAT’S NOT ENOUGH, THERE’S MORE

RP² sits in the sweet spot of what businesses need. Yet, there’s even more benefits it can provide.



Beyond Response Models, RP² can more effectively help you succeed with other targeting objectives such as:

- **RESPONSE AND CONVERSION:** Responders who don’t purchase are much more costly than non-responders. For much less than the cost of one traditional response model, RP² can deliver a Response model and a Conversion model. When working in concert, these two models help you target those who are most likely to respond AND are most likely to buy.
- **PROSPECT VALUATION:** With RP², you also can supercharge Response prediction through the addition of a complementary model that predicts prospect values. For the cost of a single traditional Response model, now you can have Response plus Conversion plus Valuation models. How much could this added power do to improve your Prospect targeting results?
- **BEST CUSTOMER LOOK-ALIKES:** In certain situations such as entry into new geographies, response history does not exist. In turn, this precludes the development of a response model at the time of entry. A RP² Look-Alike model can give you a great start by identifying and targeting consumers who share the same traits as your Best Customers.

WHAT’S NEXT?

If you feel that RP² might be right for you, if you’d like to know more, or if you’d just like to brainstorm, give us a call. You’ll speak to an expert who’ll supply the answers and you’ll never ever receive a high-pressure sales pitch:

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