Matchback Analysis Guide

Campaign Responses

Today's consumers use both traditional and digital channels to make purchasing and other major decisions. While this integrated buying process encourages more purchases, it can be difficult to track your campaign results. The good news is your marketing campaign probably did better than you think it did. But to prove that theory, you need to identify all the people who responded but didn't use your special URL, QR Code, or coupon. A Matchback Analysis can provide that information.

Matchback & Spatial Analyses

We believe true success lies in the number of conversions, and we want to help our clients identify as many responders as possible. We created an 18-Step matching algorithm called Ultra-Match. This process takes your marketing list, matches it up to your transaction file and delivers matches with a 90+% confidence score. Typically, the analysis identifies 20-30% more matches than traditional postal software. To be sure we deliver the highest quality of matches to our clients, this process has been tested extensively by a federal analyst.

Our spatial analysis identifies where all your targeted prospects are and who made purchases. This analysis helps you create more marketing efficiencies and quickly see which areas are most responsive. Once the matches have been identified, we can feed this information back into your model to refine it, thereby increasing the quality of your prospects with every subsequent campaign.

Benefits of Matchback Analysis

➔ True campaign results so there's no more guessing
➔ Identify highly successful areas
➔ Identify areas of waste
➔ Better informed about how to reach your sales goals this year