



SplashAnalytics

Break Through The Surface

Membership Organizations

Member retention modeling

- Communication strategy based on risk and value
- Prioritization of retention efforts
- Member lifetime value analysis

New-member acquisition modeling

- Response modeling
- Marketing segmentation strategy
- Targeting based on high value, low attrition risk look-alikes

Member engagement modeling

- Scoring levels of engagement and value
- Ambassador and upsell segmenting

Past member win-back

- Identifying past members most likely to re-engage

Price Optimization Strategy

- Price elasticity testing and analysis
- Optimizing short- and long-term objectives

Member Profiling

- Clear understanding of members and their behaviors

Forecasting

- Financial impact
- Attrition and acquisition

Insight-driven data visualization, key performance metric identification, and dashboard development

ABOUT US

Capabilities:

Advanced regression modeling, clustering and classification, design of experiments, hypothesis testing, machine learning, data visualization, and geospatial data analysis utilizing Python, R, SAS, SPSS, and Tableau

Founded:

March of 2012

Staff:

Highly skilled team of 11 with 100+ years of business and analytics experience

Location:

Based in Louisville, KY, and recently named one of its fastest growing privately held companies

Target Industries:

Retail
Healthcare
Manufacturing
Direct Marketing Services
Membership Organizations

“Splash Analytics gave us a new way to view our members and prospects, enabling us to focus our resources on the initiatives that will have the biggest impact for our members and the growth of our chamber.”

Barb Denny – CFO/ VP Operations, Greater Oklahoma City Chamber

Let us use data to help you

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