



EMB Marketing Sciences

Thought leaders in the use of data, analytics and technology to enhance marketing effectiveness



“I have always wished for a software tool that would enable me to optimise my media spend and media mix. EMB Marketing Sciences have been able to deliver the software and significantly enhance the underlying models.”

Chris Bowden
Head of Marketing
esure



The modern marketer now faces both a challenge and an opportunity to manage effective customer relationships with the wealth of data and technology available. In the digital age the customer is increasingly in control of how communications should be presented to them placing further pressure on marketing effectiveness. Organisations that embrace this opportunity and meet the challenge will prosper.

EMB Marketing Sciences combines the skills of our marketing specialists with our sophisticated data analysis expertise to bring a forensic approach to delivering incremental profit for our clients and enhanced experience for their customers.

EMB Marketing Sciences brings a powerful mix of technical, analytical and marketing strategy skills to insurance and non-insurance marketing issues across business to consumer and business-to-business products in a range of countries.

Introducing EMB Marketing Sciences

Marketing is now a highly technical discipline. Sophisticated methods are required to understand customer behaviour, manage communication processes and deliver high quality customer service, with solutions that are cost effective.

Data-driven marketing

In the last 10 years the amount of data being generated or stored on a single customer has increased 100-fold. During the same period we have witnessed a massive proliferation in media with the customer exerting an ever greater degree of control over how marketing content is delivered. This has presented marketers with significant challenges to acquire and retain profitable customers and to deliver consistently high levels of customer service. The ability to do this is heavily dependent on the availability and easy access to customer data at individual level.

Marketers are facing a number of challenges:

- The internet is changing the nature of consumer interaction
- The volume of customer data is growing exponentially
- There is increased media fragmentation

EMB Marketing Sciences is uniquely placed to work with marketing, finance, IT and the main board to ensure that all marketing activity is accountable and efficient. With our actuarial background we can link vital components of customer understanding such as pricing and segmentation with a relentless focus on achieving incremental profit for the client and an enhanced experience for the customer.

We have extensive statistical modelling skills and a deep understanding of both techniques and technologies for direct response and brand marketing. We advise with total impartiality on how to ensure that all marketing investment pays back.

What makes us different?

- Totally impartial in every respect
- Local, regional and international expertise
- Unique mix of technical, analytical and strategic marketing skills including extensive direct marketing experience
- We work in collaboration with our clients and embrace “risk and reward” based fees
- Our marketing consultants have both client and agency side expertise
- We scale our solutions directly to the needs of our clients
- Absolute focus on achieving an improved return on investment for our clients
- We can deliver the software to support our solutions if required

The marketing consultants and analysts at EMB have decades of expertise in collecting, analysing and exploiting data to address marketing issues in the financial services, telco, retail, energy and automotive sectors. We are entirely neutral and bring a fresh, collaborative perspective to every marketing engagement.



EMB Marketing Sciences

Consultancy Services

We offer a broad range of marketing services that can address all marketing issues with a relentless focus on achieving positive return on investment.

Strategic planning and reporting

EMB Marketing Sciences provides strategic marketing advice to boards and senior management with a focus on practical solutions. We would never recommend unwarranted changes to technology, data or marketing processes.

We also have extensive experience in building marketing dashboards and other reporting tools both on-line and off-line to capture, update, validate and visualise key performance metrics for marketing and other senior executives.

Media Optimisation

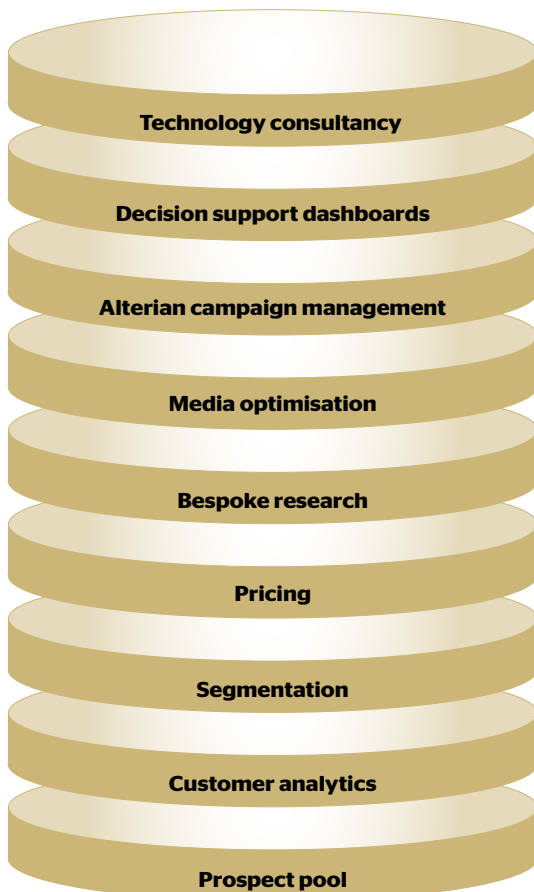
We take a unique, granular approach to optimising the media mix and therefore media spend. We use our modelling tools and expertise to model the pure effects of all factors that drive media effectiveness and include industry standard measures for media coverage.

Data management and customer analytics

We are experts in organising, managing and analysing customer data for marketing applications and ensuring our clients adopt best practice techniques for preserving a vital corporate asset - data.

Our range of services in this area include:

- Customer and market segmentation
- Advanced analytical techniques to model response, conversion, and lifetime value in SAS or our own modelling software EMB Emblem™
- Prospect database creation and management with access to the leading third party databases in the major European markets
- Hosted campaign management using the Alterian software platform. We are now one of the leading Alterian partners
- Creation and management of 'single customer views' that bring all the data available on a single customer, from multiple sources, into a single, secure environment
- Impartial advice on the evaluation, selection and implementation of the appropriate software tools for marketing applications
- Non-insurance pricing
- Linking price and non-price related factors at customer level



Our broad range of services

EMB Marketing Sciences

Software Solutions

EMB MediaOptimiser™



EMB MediaOptimiser™ is a secure web-based software solution providing both a scenario planning and optimisation capability with a highly visual interface and supporting both graphical and GIS based output. We typically see a 20%-30% reduction in spend with no effect on sales, cost per sale or enquiries.

Our EMB MediaOptimiser software combines the models built in our media optimisation projects with media footprints and spend data to answer key questions such as:

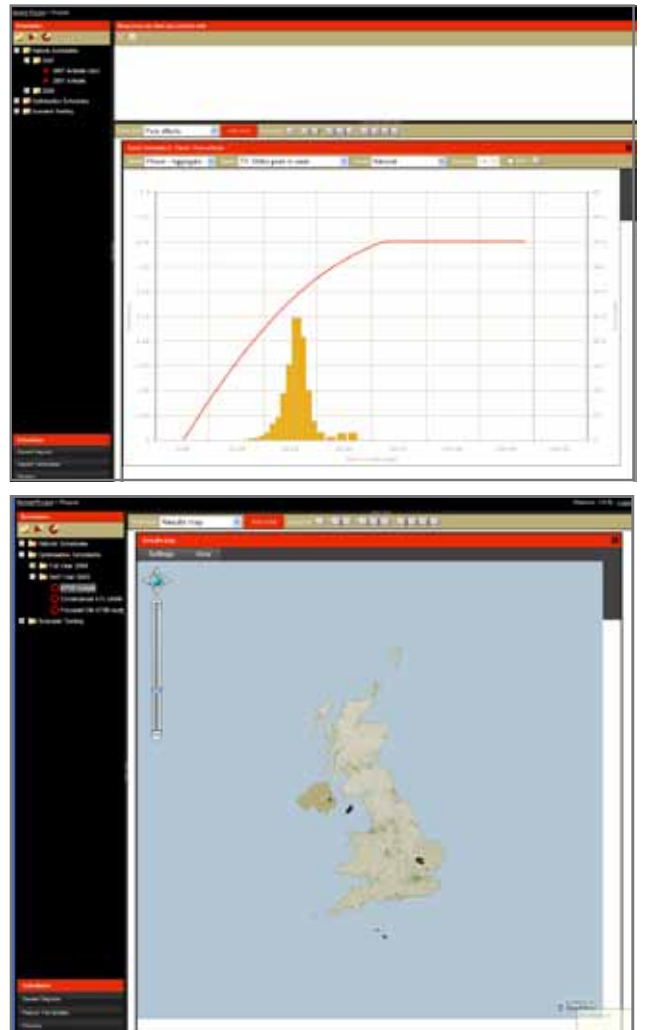
- What is the impact on sales of reducing my media budget?
- How can I achieve more sales for the same spend or equally the same sales for less spend?
- What is the optimal mix between brands and products?
- How does my media schedule interact with my retail presence?

Our proven MediaOptimiser methodology applies models at household level and can incorporate models across the entire value chain such as conversion or retention also at household level.

EMB campaign management platform using Alterian

EMB Marketing Sciences has partnered with Alterian to provide an integrated marketing software platform combining high speed database, online and operational campaign management from a single infrastructure.

We are working with Alterian and our clients to provide sophisticated and highly flexible capabilities in data management, campaign management and data visualisation.



Screen shots of EMB MediaOptimiser

Enabling Experts

The effective management of customer relationships across a fragmented collection of media is a strategic undertaking for any business and one that requires all data, systems, processes and targets to be aligned.

Our collaborative approach, analytical rigour and focus on results have been well received by clients such as esure, British Gas and Prudential Health. If you would like further details about how we can partner with you to achieve your marketing objectives or the background to some of our recent client projects, please contact one of our experts:



Ian Liddicoat, Director

Ian has spent 18 years in marketing services developing consultancy solutions in a range of markets in the US and Europe. He has held senior management positions in data analysis, direct marketing, information technology, risk management and marketing strategy. Ian has also spent time working in the United States on category management assignments for Mars/Pedigree and Unilever, and risk management projects for prominent financial institutions. Ian is now the Managing Director of EMB Marketing Sciences and continues to deliver innovative and financially robust marketing solutions in a range of markets and sectors.

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Martin Neighbours, Consulting Director

Martin qualified as a chartered accountant with Coopers & Lybrand before joining the international operational review team of Prudential Corporation with primary responsibility for the Asia-Pacific region. He moved across to a senior management role in marketing over 10 years ago. Martin is a founder member of EMB Marketing Sciences and has developed the MediaOptimiser system and methodology for the UK market. He also plays a leading role in integrating pricing and media decisions into the planning process. He has delivered a number of major programmes in product and pricing management both client and consultancy-side, realising significant profit and loss outcomes.

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Pete Szabo, Head of Data and Technology

Pete has over 20 years' experience in marketing, specialising in database marketing for the last 12 years. He has extensive experience of designing and operating data warehouse and campaign management solutions as well as building single customer views to incorporate both on-line and off-line customer data to drive complex event driven campaigns. Prior to joining EMB Marketing Sciences, Pete was Data Director at dunnhumby for their Tesco and FMCG solutions before moving on to lead the technical consulting practice. He has consulting and operational experience across a number of industries including financial services, telecommunications, government, utilities, leisure and travel.

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About EMB

Since our formation in 1993, EMB has developed a track record of innovation in techniques and award-winning software; many methods are now accepted as the norm in the industry, both in the UK and worldwide.

EMB is a global consultancy specialising in sophisticated data analysis of consumers, markets, finance and risk. We have pioneered many innovations in statistical techniques and analytical software.

Our services include actuarial consultancy, business consultancy, software development, professional development, financial crime consultancy and investment consultancy.

However we do not just deliver numbers, we create understanding. Knowledge transfer is at the heart of our philosophy. Rather than trying to protect our expertise we actively help clients to acquire their own analytical-business skills, believing that this is in the best interests of productive long-term working relationships.

Other EMB service lines

EMB Actuarial Consultancy

EMB has established a first-rate reputation for technical excellence in actuarial engagements, covering all aspects of reserving, financial modelling and pricing.

EMB Business Consultancy

We advise on strategic issues that demand analysis of marketing and corporate capability as well as key financial drivers. We provide strategic advice for the whole business, for entering new markets, or for specific areas of the business such as distribution, products and pricing.

EMB Investment Consultancy

EMB combines investment banking, financial modelling and actuarial experience to offer an enhanced quantitative understanding of asset-side risk. We bring innovation to issues such as economic scenario generation and interest rate modelling that offer specific benefits to the wider insurance and investment communities.

EMB Financial Crime

We provide advanced data analytics, validation and screening services as well as strategic consultancy to assist with the prevention, detection and investigation of financial crime in all industry sectors.

EMB Software

Originally designed to support our own projects, our range of analytical software is unrivalled, making it feasible to perform tasks that would otherwise be impossible, impractical or hugely time-consuming.

EMB Professional Development

We have distilled our breadth and depth of knowledge into structured education programmes to enhance skills within companies, across all disciplines and for all levels.

“EMB do what they promise! Ian and his team have delivered us insight into our customer base and supported the team in turning this into actionable marketing plans which have improved the ROI of communications.”

Matthew Hogan
Head of Direct Marketing
PRUHEALTH



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