



SOUTHERN GAS ASSOCIATION  
CRM CONFERENCE  
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LEVERAGING YOUR #1 ASSET:  
THE POWER OF DATA

SPEAKER:  
HUNTER SHEPHERD, Business Development  
hunter@integrativelogic.com  
678.638.2615

While most companies have long recognized the value of customer data, many are not translating that knowledge into revenue-producing action. Integrative Logic was formed to fill a void in the direct-to-consumer market where data analytics drive marketing programs to support a consumer-centric marketing strategy, focused on increasing sales and brand loyalty. Even today, most data analytics are used to react to or understand events. This is much different than the proactive plan that companies must embrace, especially in today's oversaturated and increasingly competitive market. This approach directly ties marketing programs to actual consumer behavior, predictive trends and group aggregation – and ultimately drives demand.

You collect a lot of data about your customers through a number of sources – from call centers to transactional databases to marketing communications. Are you leveraging this valuable information to improve customer relationships and profitability, or is it languishing in an untapped database? Using the science of data in marketing efforts can drive new levels of emotional value for your customers and financial success for your company.

Explore what data can do for you. Learn to ask the right questions to accelerate the use of data in your marketing strategy. Discover how comprehensive programs that proactively communicate meaningful information to your customers create stronger emotional bonds, which translate into increased customer satisfaction, brand loyalty and customer spend.

## NOTES

## INSIGHT THAT DRIVES INNOVATION

In a world full of questions, you need answers. At Integrative Logic, we provide the answers you need to make the best marketing decisions for your business. Decisions about how to drive demand. How to motivate customers. How to spend money.

## THE ANSWERS LIE IN YOUR BUSINESS DATA. WE MAKE IT TALK.

In our hands, your data tells a rich story about your business and how to make it grow. Working in collaboration with you – and your agencies – we enhance your customer's experience. We empower thoughtful, intelligent action in every area of your company. We deliver insight that drives innovation.

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### INTEGRATIVE LOGIC MAKES A DIFFERENCE IN YOUR BUSINESS

#### **We are data-driven.**

We believe in letting the data lead, no matter where it takes us. Our unique ability to gather, augment, analyze and interpret data results in an actionable plan that changes consumer relationships and behavior by targeting the right audience with the right message via the right medium at the right time.

#### **Our work impacts your entire organization.**

What we learn about your business impacts the whole operation, from channel marketing and merchandising to public relations and strategic planning.

#### **We complement the work of other agencies.**

Much of our work is done in collaboration with our clients' traditional advertising, PR and media buying agencies. We do not impede these relationships. Instead, we make them better. Our work enhances everyone's ability to make smarter marketing decisions.

#### **We are tactic neutral.**

We aren't in the printing business. We don't make money on media. We approach each project with an open mind, ready to plug into whatever techniques and tactics meet your needs. From versioned print outreach to text messaging, we use what works for your specific audiences, without bias.



678.638.2600 2397 Huntcrest Way, Suite 200, Lawrenceville, GA 30043  
www.integrativelogic.com

### Integrative Logic Marketing Group

The Science of Data. The Art of Marketing.™



- + Information Technology
- + Business Intelligence
- + Strategy Development
- + Creative Services

#### **WANT TO KNOW MORE?**

To receive your free **Insight That Drives Innovation Report**, showcasing how to step outside your current bounds to accelerate the use of data in your marketing strategy, call Hunter Shepherd at 678.638.2615 or email [report@integrativelogic.com](mailto:report@integrativelogic.com).