



Aquire • Retain • Cross-Sell Differentiate • Brand.

“Just the facts” just wasn’t enough!

In 1974, David Anderson, founder of AMSI, recognized that the marketing methods employed by advertisers and marketers were based on static, historical information - at best. Demographics, psychographics, and database marketing were useful tools, but they simply could not provide the behavioral information needed for truly successful marketing.

Predictive Marketing

Beginning with rudimentary predictive modeling in the 1970’s, Anderson employed basic “activity models” using main frame computers to not only track customer purchases, but to pro actively use this information to upsell and retain customers.

“In the 1970’s it was unheard of for a banker to call customers with more than \$100,000 in a checking account and suggest they move some of their funds into higher yield accounts,” said Anderson. “Instead, bankers just waited for their customers to leave when a better competitive offer came along,” he added.

After starting AMSI in 1986, Anderson vigorously expanded the predictive model to include elements including behavioral tracking, purchase and usage volume, activity latency, purchase diversity, category productivity and profitability. While those elements may be commonplace today, they were simply unheard of at that time.

The 4Cast model

Today, the 4Cast predictive marketing model is based on two major tenants:

- The results of more than 35 years of behavioral research and tracking
- The premise that actual customer behavior is the best predictor of future behavior

The 4 Pillars of 4Cast

While extremely complex in application, the basic pillars of 4Cast are:

- Event Triggers
- Activity / Latency Triggers
- Deviation Triggers
- Retention Triggers

While many of these areas overlap - by design - the 4 pillars drive the 4Cast service model.

But, 4Cast doesn’t stop there.

AMSI uses three broad data sets to implement 4Cast dynamically.

- First, 4Cast uses historical trending data to predict consumer behavior.
- Second, 4Cast adds your historical customer data to the predictive model to develop additional trending metrics.
- Third, 4Cast is dynamic, gathering information in real-time and constantly adapting and changing as customer activities and behavior changes.

As the process continues, 4Cast begins to effectively generate new data, based on each customer’s activities. This new information is then applied to all phases of the marketing process and replaces the use of traditional, static marketing techniques.

Focusing on an audience of ONE.

While others focus their efforts on demographic groups, customer tiers, etc, 4Cast focuses on **the individual customer.**

In fact, 4Cast creates an individual, custom marketing process for each customer. By defining individual “normalcy” factors, 4Cast identifies deviations from the norms and — based on our proprietary thresholds — 4Cast activates threshold triggers which enact business rules.

Building Brand.

4Cast also will help you differentiate your company from the competition and help you build your brand image. Whether your strategy is market expansion, retention, supporting an exit strategy or all of these elements, 4Cast is a product that will truly set your company apart from the rest, while paying for itself in the process.

Call Us. Let us show you how 4Cast can revolutionize your marketing process.

