




Putting orders in the right order

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 The company

GRUPPO  ORE
La cultura dei fatti

Il Sole **24 ORE**

The 24 ORE Group is a multimedia publishing company specialized in business, financial, professional and cultural information. It operates through various means and channels: standard newspapers, specialized and professional publications, press agency, training activities, seminars, conferences, radio, cable tv, financial products, Internet.

Its most popular and best-selling newspaper is "Il Sole 24 ORE", the business daily with the highest circulation in Europe, leader in business, financial and regulatory information and key driver of the high brand profile of the Group's operations as a whole.

 **nunatac**

NUNATAC was formed at the beginning of 1994 in response to a specific need in the market: the computerisation of organisations produces an increasing quantity of data.

The fundamental challenge for competitiveness is to transform the detailed mass of numbers in strategic information.

NUNATAC is a Silver European Quality Partner of the SAS Institute.

Objectives

“Il Sole24Ore” is a publishing company created through the merger of quite a few corporations. Hence its customer base is heterogeneous and difficult to analyze: the information is available within the company but it is hidden and scattered among many different business systems.

The company does need to know its customers

- To organize increasingly effective and efficient marketing campaigns
- To evaluate the potential of specific areas of the territory
- To check that its own offer is suitable enough

in order to cope with a more and more competitive market.

To carry out effective and successful marketing strategies we have to

- Identify univocally the final customer and be aware of the various behavioural typologies
- Have within reach a large number of useful criteria to contact each customer or let them out, to gain momentum and consistency when arranging marketing campaigns
- Put forward diversified marketing activities, relative to behavioural profiles, which means activities not generally aimed at all the customers.

Methodology & Tools

The project has provided a unique customer recognition, detailed analyses and concise reports, the set-up of synthetic indicators, and at last ...

Analysis of the business requirements

- The customers of the “Il Sole 24 ore” are primarily professionals / medium, small size businesses in various and different areas of the country as well as students / workers who are in some ways close to the financial world. The different use of the products brings about different purchasing patterns.
- A large portion of the project regarding the behavioural segmentation was about the analysis of the business requirements as well of the data to find indicators which would enable to compare the customers regardless of their portfolio and when they started to be customers.

Choice of the analysis units: the recipient, the reader, the real decision maker and target of the advertising

Set up of the process of deduplication and of the physical data model

Selection of the behavioural patterns significant from a business standpoint

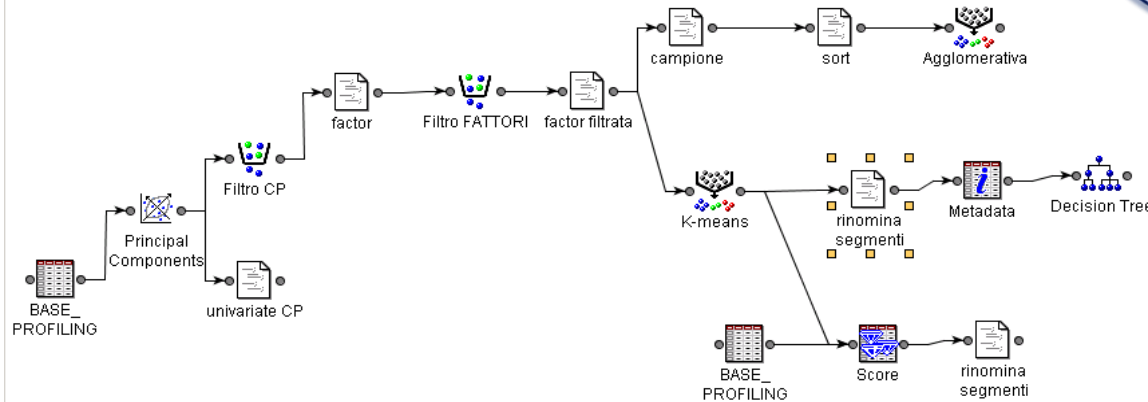
Analyses of the correlation: exclusion of the redundant information

Factor Analysis and Clustering: identification of 5 profiles

Methodology & Tools

... the recognition of behavioural clusters by means of a segmentation analysis carried out with the SAS Enterprise Miner.

The models of factorial analysis and segmentation are implemented through SAS ENTERPRISE MINER.

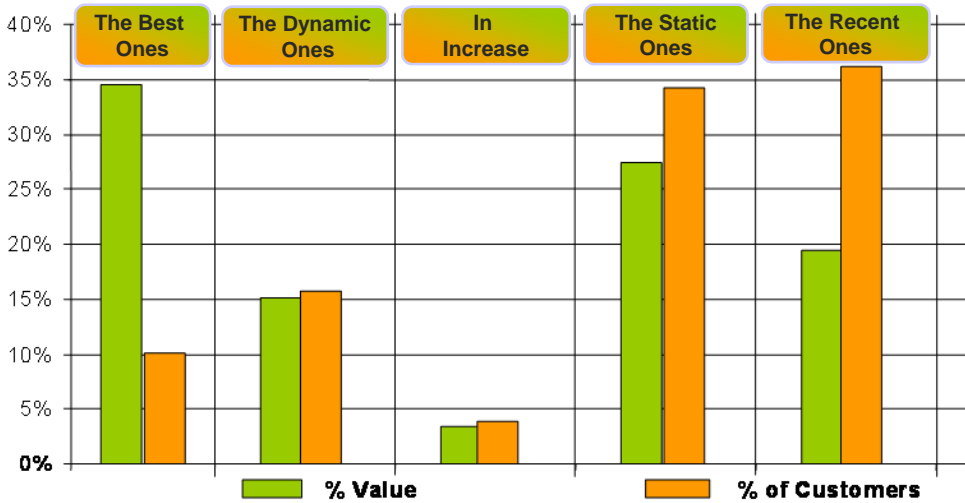


This enables to arrange big volumes of data available making them useful data for the analyses, to simplify the sharing of the building process and enables also to provide a very detailed reporting of the results achieved.

Results

The results have been used both to support strategic decisions and to implement marketing actions to pursue set objectives.

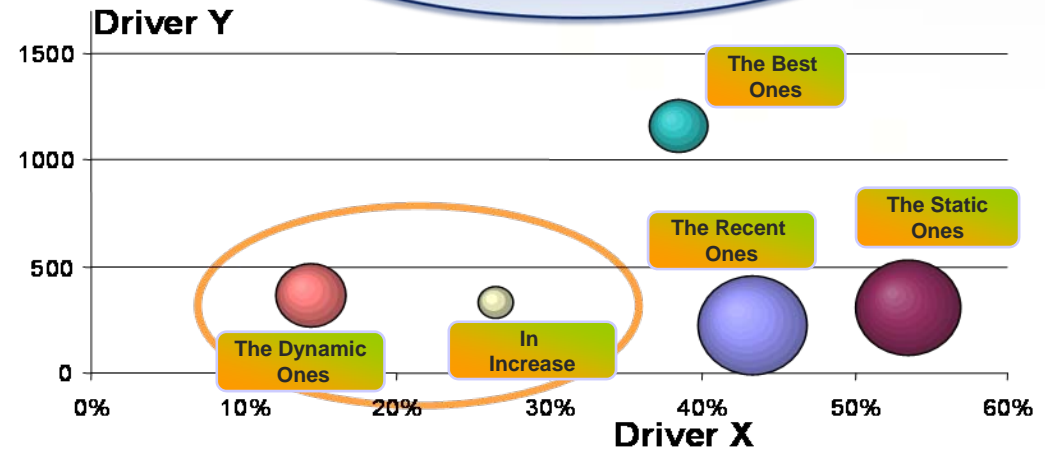
Cluster identification




The best clients are just 11% but they make up 36% of the bank's total revenue.

Interpretation of the behavioural patterns of each cluster




Trough the bidimensional maps it was possible to identify the features, the behavior and the attitudes of each cluster.

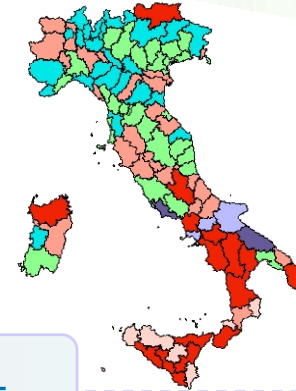


 Benefits

It has been possible to highlight the behavioural patterns of all the Italian provinces (7 groups of provinces are shown) in terms of how widespread the subscription to the newspaper is throughout on the territory and the quality of subscribers (% of “the Best Ones” customers).

The profiling, besides having as its main objective of putting forward diversified marketing activities, relative to behavioural profiles, has:

-  made the organization of the events across the territory more simple
-  given a different perspective on the territorial data
-  enabled to spot areas which are presently missing in the products' portfolio.



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