

## MineThatData Pricing Sheet

Project fees are based on the size of a business. Half of the project fee is due prior to the start of the project, half is due within thirty days of project completion. I do not negotiate on the price of projects, as most of my project fees are below what comparable industry experts charge for similar work.

**Catalog Marketing PhD Project:** The most comprehensive of all projects I offer. The average \$100,000,000 client will generate about \$1,000,000 of incremental profit when engaging in a Catalog Marketing PhD Project. You get my proprietary scoring equations, a five year business forecast, personas, a comp segment analysis, and an understanding of how marketing channels fit together. Given that project costs are far less than what the competition charges, there is tremendous value to be obtained here!

**Email Segmentation Analysis:** Companies that offer multiple versions of email campaigns look to match customers to the merchandise offered in each campaign. This analysis enables the marketer to effectively match content to customers, based on customer purchase history and any appended data.

**Five Year Business Forecast / Multichannel Forensics:** Popular among CEOs looking to understand the future evolution of their business, these projects are designed to illustrate how customers interact with channels. CEOs are provided with a framework for growth over the next five years. Since launching MineThatData, this has been the most popular project request, spanning Private Equity, Venture Capital, Owners looking to sell, and CEOs/CMOs/CFOs trying to understand what it takes to grow over time.

**Judy / Jennifer / Jasmine Personas:** A popular project designed to segment customers into three actionable personas. Judy is the traditional catalog shopper, Jennifer is the Google-based online maven, and Jasmine is the post-social shopper who values her smartphone more than her car! Personas are frequently used to help analyze marketing and merchandising performance.

**Comp Segment Analysis:** A comp segment analysis is designed to illustrate, on a monthly basis, how a comparably-defined segment of customers performs. This analysis tells us how good of a job we are doing of increasing merchandise productivity. CEOs typically request this project when sales have not met expectations.

**Small Ad-Hoc Projects:** Most ad-hoc projects can be completed in a reasonably short period of time. Companies have specific needs that do not fit neatly into one of the pre-defined project requests listed above, these projects are defined as “ad-hoc”. Common examples include mail/holdout tests, customer behavior questions, discount/promotion analytics, and marketing performance analytics. Project costs may be more than listed here, depending upon the complexity of the project. This represents the minimum cost for an ad-hoc project. Larger, complex projects will obviously cost more.

## Project Pricing Grid

As mentioned earlier, project fees are non-negotiable. Project prices, when factoring industry experience and client type into the equation, are below averages charged by competing organizations. Half of the project fee is due prior to starting a project, half of the project fee is due within thirty days of project completion.

Catalog PhD projects and Email Segmentation projects typically take four weeks to complete. Five Year Business Forecasts / Multichannel Forensics and Judy / Jennifer / Jasmine Persona projects take two weeks, or up to three weeks to complete. Comp Segment projects typically take one to two weeks to complete.

<b>MineThatData Project Pricing Grid</b>						
	\$1 to	\$10,000,000 to	\$30,000,000 to	\$60,000,000 to	\$100,000,000 to	\$1 Billion
<u>Project Type</u>	<u>\$9,999,999</u>	<u>\$29,999,999</u>	<u>\$59,999,999</u>	<u>\$99,999,999</u>	<u>\$999,999,999</u>	<u>or Larger</u>
Catalog Marketing PhD Project	\$10,000	\$20,000	\$27,000	\$35,000	\$45,000	\$55,000
Email Segmentation Analysis	\$6,000	\$12,000	\$16,000	\$21,000	\$27,000	\$33,000
Five Year Business Forecast	\$5,000	\$10,000	\$13,500	\$17,500	\$22,500	\$27,500
Judy / Jennifer / Jasmine Personas	\$4,000	\$8,000	\$11,000	\$14,000	\$18,000	\$22,000
Small Ad-Hoc Project Requests	\$2,000	\$4,000	\$5,500	\$7,000	\$9,000	\$11,000
Comp Segment Analysis	\$1,000	\$2,000	\$2,750	\$3,500	\$4,500	\$5,500

Project prices are current as of May 8, 2012, and are subject to change.

## Data Requirements for Catalog PhD (and most) Projects

**File #1 (.csv format) = One Row per Item Purchased (at least 36 months ... only include applicable fields).**

Customer Number: A unique identifier that tells me which customer purchased the item.

Order Date: The date (20091224) an item was purchased by the customer.

Order Number: The order number associated with the order.

Item Number: The unique code associated with the item purchased.

Merchandise Division: A high-level identifier (furniture, lighting, bathware, etc.) for each item.

Merchandise Brand: If applicable, the brand represented by the item (Ugg Boots, for instance).

Quantity: The number of items purchased.

Price: The price of the item.

Demand: Quantity \* Price.

Discounts: Any % off or free shipping etc. applied to this item in the purchase.

Physical Channel: Phone, Online, Store, *iPhone, Android, Tablet, App* : The physical channel the item was purchased in.

Advertising Channel: The ad channel that drove the order (e-mail, catalog, affiliates, paid search, natural search, etc.). This can be generated internally, or can come from the co-op/vendor who does matchbacks.

Store Number: The number of the store a customer purchased from, if applicable.

Catalog ID: The ID from the catalog the customer purchased from, if applicable.

Gross Margin: The margin associated with the item purchased.

Tender Type: How payment was made (credit card, cash, check, etc.).

**File #2 (.csv format) = One Row per Customer (only include the fields that are applicable or easy to get to).**

Customer Number: A unique identifier for each customer.

First Purchase Date: The date a customer first purchased merchandise.

First Purchase Channel: The physical channel where a first purchase happened (phone, online, store).

First Ad Channel: The ad channel where a first purchase happened (e-mail, catalog, affiliates, search, etc.).

Distance From A Store: In miles (15, 75, 294), only if applicable.

Zip Code: Zip code where the customer lives.

Psychographic/Lifestyle/Demographic Info: Anything you wish to append can be added.

E-Mail Subscriber Date: Date customer opted-in to receive e-mail campaigns.

E-Mail Opt-Out Date: Date customer opted-out of e-mail campaigns (or became undeliverable).

Twitter ID: Id from Twitter ... or any other appended social media overlay data.

**File #3 (.csv format) = One Row for Each Catalog Mailed, Past Twelve Months**

Customer Number: A unique identifier for each customer.

Mail Date: The date a customer was mailed a catalog.

Key Code: The code printed on the back of every catalog, segment info.

Catalog Identifier: The identifier that tells what the catalog is (spring, holiday).

Catalog Cost: Cost to mail the catalog (variable) to that customer.

**File #4 (.csv format) = One Row for Every Website Visit, Past Two Years (optional)**

Customer Number: A unique identifier for each customer.

Visit Date: The date a customer first purchased merchandise.

Referring URL: The site the customer visited prior to this website visit, summarized, or the entire URL.

Depth Indicator: Depth customer got into site (home page, shopping cart, checkout, purchase).

**Questions:**

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