MineThatData Product Offering

Hillstrom's Health Index: A Starter Project For Just $4,900.

Hillstrom's Health Index, or "HHI", is designed to help you understand just how healthy your customer file is. As you probably already know, the health of your customer file dictates your future success.

This project only takes a few days to turn around. You will be supplied with a report card, outlining how well you are performing in new customer acquisition, customer retention, average order value, price per item purchased, items per order, new product performance, existing product performance, discount/promotion spend, high performing item performance, and low performing item performance. The analysis clearly points out what is wrong (or right) with your business, providing actionable insights within just a few days. Many clients graduate to more advanced projects after reviewing the report card.

Merchandise Forensics: A Very Popular Project!

I performed about seventy-five projects between 2007 and 2011. Repeatedly, I noticed that the Marketing team absorbed disproportionate blame for business productivity issues.

In 2012, the focus of my projects shifted - Marketers realized they were employing an "omnichannel" approach, communicating nearly daily with customers - and yet, customer spend was tepid. I learned, in 16 of the next 20 projects I worked on, that merchandising issues were the reason the business was not performing well. In most of those projects, new product development suffered in the years after The Great Recession, and are now spilling over into marketing performance. Kevin has a proprietary methodology for identifying the percentage of business difficulty caused by merchandising issues. His findings are highly and immediately actionable. Project costs range between $9,000 and $30,000, depending upon the size of the client requesting project work. Contact Kevin (kevinh@minethatdata.com) for details.

"A typical $100,000,000 client earns $1,000,000 of incremental profit per year from a Catalog PhD project. In fact, most of these projects result in a 2% to 4% drop in housefile demand, coupled with a 25% to 35% decrease in catalog housefile marketing expense!"

Private Equity folks frequently engage Kevin to evaluate the health of a business, via Hillstrom's Health Index or a more comprehensive project. Kevin's extensive catalog experience proves immensely helpful. Contact Kevin for details.

Many clients have small, ad-hoc requests. Site visits or ad-hoc requests are billed at a daily rate of $3,250, plus applicable travel expenses. Clients pre-pay ad-hoc advisory requests. My conference speaking fee is also $3,250.

MineThatData

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The Catalog PhD

The Most Popular Catalog Project

Since creating the Catalog Marketing PhD project in 2010, clients have enjoyed nearly $50,000,000 in annual profit improvements.

The Catalog PhD project is designed to identify customers who are no longer responsive to catalog marketing. These customers tend to be age 18-49 who are highly responsive to online marketing channels. The client is able to immediately reduce mailings to this audience, using a proprietary scoring algorithm. The average $100,000,000 client will generate $1,000,000 annual profit improvement following a Catalog PhD project.

Considering the level of profit improvement, Catalog PhD projects are very inexpensive. Project costs range between $10,000 for small businesses, and $55,000 for large businesses. Contact Kevin (kevinh@minethatdata.com) for details.

Kevin's History

2007 - Current = President of MineThatData, Completed 100+ Projects For Billion Dollar Retail Brands to European Brands to Online Startups. Trusted Advisor to C-Level Execs.

2001 - 2007 = Vice President of Database Marketing at Nordstrom.

2000 = Sr. Consultant, Avenue A.

1995 - 1999 = Director of Circulation, Eddie Bauer.

1990 - 1995 = Analytics Manager, Lands' End.

1988 - 1990 = Analyst, Garst Seed Comapny.

2013 – 2014 File Layout Information For Various Projects (all files delivered in .csv format, can be delivered via DVD, to my FTP site, or via Dropbox)

File #1 = Required: One row per item purchased, 3 years minimum needed, 5+ years preferred.

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.
Store Distance:	Distance from the nearest store, if applicable.
Catalog ID:	The ID / Source Code / Key Code from the catalog the customer purchased from, if applicable.
Gross Margin:	The margin associated with the item purchased.
Zip Code:	The home zip code of the customer placing the order.

File #2 = Required Only For Catalog PhD Projects: One row per catalog mailed – past 12 months.

Customer Number:	A unique identifier that tells me which customer was mailed the catalog.
Catalog_ID:	The catalog being mailed.
In Home Date:	Date the catalog was mailed.
Cost:	Variable cost to mail the catalog to a customer.

File #3 = (Optional – Required For Certain Website & Retail Projects) One Row Per Online Visit – Past 24 Months

Customer Number:	A unique identifier that tells me which customer visited the website.
Visit Date:	The date (20130227) the customer visited the website.
Visit Depth:	How far customer got into the site (home page, landing page, item in cart, purchase).
Referring URL:	Actual URL or summary of source of visit.

Most of my projects are easily completed using the following file layout structure illustrated here. All projects require "File #1". The second file is required for most Catalog PhD projects, and the Private Equity evaluations I routinely perform. The third file is used for sophisticated omnichannel project work.

Personas, Segmentation, Forecasts, and Omnichannel

The vast majority of my ad-hoc project work involves a combination of Personas, Segmentation, Five-Year Business Trajectory, and Omnichannel Customer Evaluation.

Increasingly, these projects evaluate the incremental value obtained by customers who transition from e-commerce to mobile. Customers are segmented along Personas (Judy - Age 60, Jennifer - Age 44, Jasmine - Age 28). I explain how Retail, Catalogs, E-Commerce, E-Mail, Search, Affiliates, Mobile, and Social work together to yield high-value customers, or cannibalize each other yielding no incremental value.

Customers transitioned out of catalogs, into e-commerce between 2000 - 2009. From 2013 - 2022, we're going to witness another transition, from e-commerce into mobile/social. My projects are designed to explain how this transition is taking place, allowing you to see, via a five year forecast, how the evolution of customer behavior will impact the future sales trajectory of your business. These are highly valuable projects!

Customer Segmentation Projects cost between $9,500 for small businesses, and $42,500 for large enterprises. Please contact Kevin (kevinh@minethatdata.com) for additional details.