



## **iKnowtion Corporate Overview**

iKnowtion is a new breed of marketing and analytic consultancy that helps Fortune 1000 companies improve both top line results and bottom line economics by designing data-driven marketing solutions across the spectrum of multi-media marketing activities. The firm specializes in developing econometrically based solutions that optimize marketing efforts from prospect demand generation to customer development and retention. Building on more than 20 years of experience, iKnowtion works with companies in a variety of industries to meet the challenges of today's marketplace with a blend of marketing acumen and quantitative expertise that is rarely seen in one firm. Founded in 1999, the company is headquartered in Burlington, Massachusetts.

### **New marketing challenges – Forward thinking solutions**

At a time when marketplace fragmentation, product and channel proliferation and global competition continue to drive pressure to increase spending against demand and customer strategies, marketing decision makers are increasingly challenged to deliver more accountable, profitable business results. As organizations struggle to find more efficiency in their marketing efforts, there is growing consensus that traditional marketing allocation and measurement approaches are not able to provide marketers with the insights needed to penetrate new markets successfully *and* leverage important high value customer relationships.

While much has been done over the past few years to improve marketing productivity by leveraging information more effectively, too frequently even the most advanced quantitative marketing applications provide only "point solution" improvement for a particular activity, such as customer segmentation or multi media measurement. Even for the more sophisticated users of marketing analytics, these disassociated toolsets are not able to deliver the enterprise-level impact that can help marketing decision makers "optimize" spending appropriately.

With extensive backgrounds in the development and application of these toolsets, the principals at iKnowtion have seen the need for a new approach that looks for opportunities to "horizontally integrate" the array of analytic tools into an enterprise framework that will more effectively maximize marketing investment and business impact from increasingly integrated, data-driven marketing strategies.

### **A New Approach**

Using a new and unique marketing optimization approach called IMPACS<sup>SM</sup>, iKnowtion draws upon a toolset of marketing frameworks and sophisticated analytics for each client that, when combined and customized, addresses their distinct marketing challenges. The customized solution can include consumer lifecycle structures, statistical segmentation, marketing mix modeling and incentive optimization systems. IMPACS affects client business results on an enterprise-level, greatly maximizing marketing performance and return on investment.

Using the IMPACS<sup>SM</sup> methodology, iKnowtion can help its clients improve demand generation activity; launch new products; acquire / retain customers; increase customer value; optimize multi-media spending; maximize returns from sales incentives / promotions; streamline marketing effectiveness; institute new marketing processes and integrate new channels.

Companies like General Motors, Eastman Kodak, JCPenney and Capital One have benefited from working with iKnowtion to reach prospects and customers more effectively, satisfy their particular purchasing needs and improve their long-term value.

*\*IMPACS – Integrated Marketing Performance using Analytic Controls and Simulation*

### **Management Team**

iKnowtion's management team is comprised of industry leaders and specialists drawn specifically from the data-driven marketing, analytics and performance measurement categories. iKnowtion staff come from a range of first class firms in these specialties, including Epsilon, Bain Consulting, Charles River Associates and Veridigm. Moreover, iKnowtion's leadership has been at the forefront of many industry "firsts," including the advent of frequent user and customer loyalty programs in the 1980s, the use of consolidated, enterprise-wide consumer databases in the 1990s and the application and measurement of integrated multi-media marketing strategies in the 2000s. The company's heritage, expertise and innovation provides clients with a competitive advantage and is the core element in the company's equation for success.

iKnowtion's team has significant, demonstrated experience in the following vertical markets: financial services, telecommunications, automotive and retail, among others.

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