mmss SnapShot

Gain Deeper Member Insights for Better Targeting

What Are Descriptive Analytics?

Descriptive analytics are a basic profile or snapshot of your members. This type of profile finds and describes the common demographics of your members. It then helps you better potential members based on demographic look-a-likes in your markets.

How Does SnapShot Support Your Marketing Efforts?

Marketers understand that there are other effective ways to target prospects than through traditional demographic lists. Enter SnapShot, MMSS' profiling technology. SnapShot matches your members to a predefined set of demographics and develops a view of exactly who your member is through a concise, automated report.

Snapshot's quick and easy-to-understand report scores potential members records and increases marketing ROI by providing you with a detailed demographic view of your members. Armed with this information, you can make better target marketing decisions for your campaigns.

How It Works

Snapshot statistically profiles your best members against compiled data and creates a profile report detailing what makes them different from everyone else around them. Your member file is matched against our comprehensive database to create a customized market penetration analysis. The strength of SnapShot lies in its ability to identify 28 consumer and 16 business demographics, revealing more information about your members, so you can market more effectively.

How Do I Start?

Supply us with your member file (name & address) of at least 500 members and we'll return a report showing you the exact demographics of your members.

What's Next?

Supply zip code(s) and we'll rank everyone on a scale of 1 to 100 as to how closely they match your existing member. We can then target the top 20% (or less) with a direct mail campaign.

What Does It Cost?

$400 for the SnapShot report on your members. The price for a mailing list of potential members that matches your members:

- $100/M – Multi-use list of unlimited mailings for 1 year
- $50/M – One time use of the list
- $150 Minimum order

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