



# Case study: large-scale campaign optimization



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Joe Tobey,  
Manager of Business  
Strategies



## About Experian

With 13,000 employees worldwide, Experian is a global leader in helping organizations find the best prospects and make informed decisions to personalize and develop customer relationships. The company supports the direct marketing, business information, decision support and outsourcing requirements of over 40,000 organizations in 60 countries. With leading analytics and consulting capabilities, Experian has the tools to help clients communicate with their customers more effectively across multiple channels. Experian's North American database maintains more than 65 terabytes of demographic information on 215 million consumers in 110 million households, and is used to target 20 billion pieces of mail a year.

**Interview with:** Joe Tobey,  
Manager of Business Strategies at  
Experian

## Why did you choose KXEN, since you already lease SAS?

Experian implemented KXEN Analytic Framework with its SAS scoring code to increase productivity. It allows models to be built faster than using legacy data mining tools and predicts the right contacts for client campaigns quickly and accurately. Implementing the KXEN system allowed Experian to quickly provide quality campaigns. Using the KXEN system, one of Experian's first clients reported that

they achieved the best mailing results and response rates to-date.

## KXEN often says one of their key advantages is speed-to-model.

KXEN Analytic Framework is the right tool to build large numbers of predictive models fast, without compromising model quality. The tool is very easy to use, requires only a short ramp-up period because it is highly automated and does not require having to make assumptions about data distribution. The automatic binning of variables saves time. The option of generating SAS code is a great feature that allows us to use the KXEN technology to build models and still deploy them on our current scoring platforms.

## Vapnik's Structured Risk Minimization (or SRM) is KXEN's statistical method of choice. Is the fact that KXEN uses a unique methodology a limit to its usage?

Having KXEN as another tool in our analytical suite allows us to use the best, modeling technique. The fact that KXEN offers only one methodology is not a limitation, since it is a methodology that is not offered by any of the other tools in our analytical suite. Each modeling methodology has its advantages, and the ability for KXEN to be used as a piece of an analytical solution is what is the important piece here.

**As a conclusion, do you mind telling us what, to you, are the main advantages of KXEN?**

KXEN is a great complement to SAS, as it effectively prevents costly data preparation and variable reduction errors, increases analytic efficiency and ROI. Addi-

tionally, "speed-to-market" is another crucial point; by cutting the time spent for modeling, companies can solve a lot more business problems with the same resources!



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**About KXEN**

KXEN provides next-generation business analytics software that enables companies to use the customer information they already have to make better decisions. Based on a breakthrough mathematical theory, KXEN's products cut the time, cost, and staff required to generate accurate results. Visit us at [www.kxen.com](http://www.kxen.com)