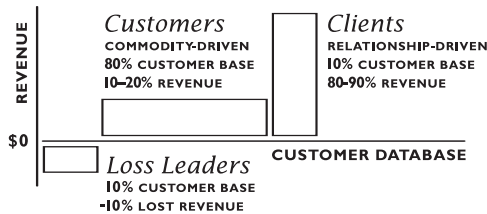


Change Your Focus

We can all relate to the customers we call “Loss Leaders.” They are those customers of yours who manage to sap your internal resources to the point where your company loses revenue with each sale. More common in your business are your commodity-driven customers who account for about 85% of your entire customer base. Based on their prominence, companies typically benchmark this group when making marketing and branding decisions. Ironically, though, they provide less than 15% of overall revenue. So let’s focus on relationship-driven “clients.”

CLIENT VALUE MODEL

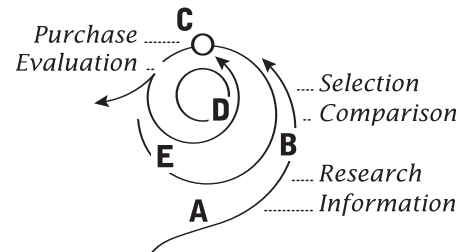


This model helps you to identify the lifetime value of loyal customers or “clients.” Make no mistake, design and messaging dictate whether you’re communicating to commodity-driven customers or relationship-driven clients. Though the vast group of so-called customers plays a supporting role in the dynamics of your brand, when you build “client” relationships it’s obvious that potential revenue has much higher margins. Our client-facing approach will help you increase those margins.

Face the Client

Targa Media has the experience and tools to define and refine your unique message, then to promote that message to your best clients. Targa Media models are built to show you potential return on investment before you launch a campaign or initiative, and to refine your message during each campaign. Furthermore, you get a clear view of your campaign results, giving you the formulas to cash in on a loyal client community.

THE CAMPAIGN CYCLE



VALUE COMPARISON MODEL

Clients RELATIONSHIP-DRIVEN		Customers COMMODITY-DRIVEN	
E	\$6000/ea. LVC	E	\$1000/ea. LVC
D	\$1500/ea. LRC	D	\$500/ea. LRC
C	\$200/ea. INITIAL PURCHASE	C	\$200/ea. INITIAL PURCHASE
B	\$30/ea.	B	\$24/ea.
A	\$1.50/ea.	A	\$0.67/ea.
X	\$0.05/ea. PROSPECT VALUE	X	\$0.02/ea. PROSPECT VALUE

LVC – Lifetime Value per Client
LRC – Lifetime Revenue per Client

