

CENTURION

LISTS & INFORMATION SERVICES 

Data Modeling

CENTURION Lists, Inc. offers state of the art modeling and scoring systems without the initial set up fees usually assessed to end use customers. This analysis will greatly benefit your marketing campaigns and lower costs for each new customer or responder acquired.

We now offer a guarantee unlike any other in the analysis/modeling industry where if, for any reason the results do not exceed your expectations we will continuously rebuild the model until you are completely satisfied.

To create your model we compare your sample customer file to our CENTURION Consumer file (One of the largest consumer files available) to determine which of the widely available demographic, lifestyle and data elements best emulate the behaviors and dynamics of your customers. Our analysis includes the evaluation of household and neighborhood characteristics found between our file of over 100 million households and your sample customer file.

With this process we assign weights to your customer's most significant characteristics using logistical regression. We then calculate an overall score for each non-customer from our family of databases by adding up all regression weights for each of the significant characteristic. By using this regression model that applies a multivariate formula to all consumer characteristics we can identify, describe, and access new prospects based on the comparison of existing customers. Predictive records are ranked from most likely to respond based on how closely the individuals resemble your best customers. Simply put, a scoring model will help to find new prospects that mirror your best customers.

Since we can eliminate fixed charges, the entire process simply requires that you commit to purchase a minimum of 50,000 records over the following year.

We are absolutely convinced that we have the most accurate data available for regression models. We only sell current-month "retail" data where almost all other lists sources sell "wholesale" data. Wholesale data is regularly two to five months older than our data. In the list industry, older data equates to inaccurate data.

CENTURION Lists, Inc. | The Right List Changes Everything