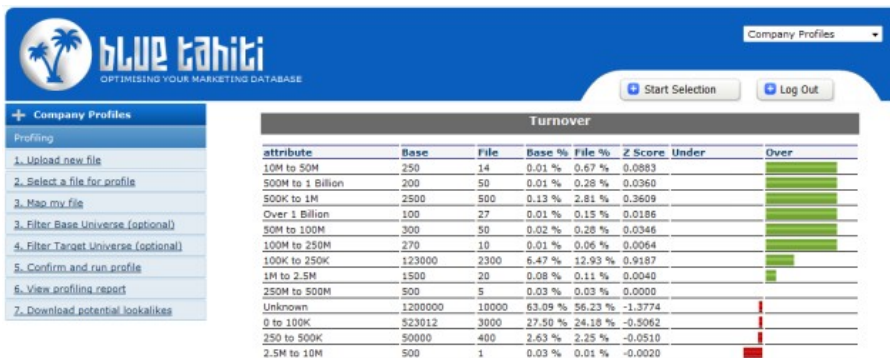


Online Profiling & Analytics

Blue Tahiti's profiling and Analytical module provides an in-depth view of a user's customer base. By analysing the customer base and comparing it to the 3 million UK businesses it identifies the attributes that typically define the various segments such as best customers. Profiling and penetration analysis will not only aid understanding of the characteristics of the customer base but also point to sectors where there is potential room for growth.

Blue Tahiti's intuitive online application allows users to simply upload a file of customer or prospect data, run a profile report instantly and download a comprehensive analysis report. Prior to running a profile report users can select certain segments of their customer base or a subset of the UK universe for total flexibility.

Within a few seconds a profile report can be generated which will highlight the key characteristics of your customer base, using a wide variety of key business metrics. The analysis results can be used to develop cross-sell and up-sell campaigns, plan office or branch location, target underdeveloped segments or even plan local media campaigns.



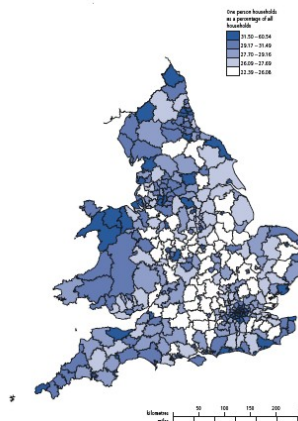
attribute	Base	File	Base %	File %	Z Score	Under	Over
10M to 50M	250	14	0.01 %	0.07 %	0.0883		
50M to 1 Billion	200	50	0.01 %	0.28 %	0.0360		
500K to 1M	2500	500	0.13 %	2.81 %	0.3609		
Over 1 Billion	100	27	0.01 %	0.15 %	0.0186		
50M to 100M	300	50	0.02 %	0.28 %	0.0346		
100M to 250M	270	10	0.01 %	0.06 %	0.0064		
100K to 250K	123000	2300	6.47 %	12.93 %	0.9187		
1M to 2.5M	1500	20	0.08 %	0.11 %	0.0040		
250M to 500M	500	5	0.03 %	0.03 %	0.0000		
Unknown	1200000	10000	63.09 %	56.23 %	-1.3774		
0 to 100K	523012	3000	27.50 %	24.18 %	-0.5062		
250 to 500K	50000	400	2.63 %	2.25 %	-0.0510		
2.5M to 10M	500	1	0.03 %	0.01 %	-0.0020		

Enterprise Version:

Blue Tahiti's online profiling and Analytical application can be completely white-labelled and branded to your business, allowing you to generate additional revenue through your data. All of our reports are completely customised for each of our clients to ensure that your brand identity is retained.

Our enterprise version of Profiling and Analytics can either be used internally to produce high quality PDF reports for you and your customers, or you can simply provide your customers with a login to upload and create their own reports in an instant.


All of the Blue Tahiti products can be integrated to provide you and your customers with even more online applications to fulfil all of your data needs, including: Online data purchasing, data cleaning & enhancement, profiling, analytics, de-duplication and segmentation.



Product Features

- Make informed targeting decisions.
- Discover the key characteristics of your customers.
- Increase response rates by targeting more effectively.
- Use your customer profile to find "look alike prospects".

Our other products:

-  ProspectCreator
-  MoreLikeThis
-  BureauSuite
-  DedupeMyFile

To find out more or request a free demo please call **08456 383 277** or email: **info@bluethaiti.com**