

# FocusOn | RFM - Recency / Frequency / Monetary

## Your Database Source for 100% True Transactions

Each month FocusOn RFM – Recency / Frequency / Monetary captures 75 million transactions totaling \$2.5 BILLION spent.

The best predictor of what a consumer is going to purchase in the future is what they have purchased in the past. Our FocusOn RFM – Recency / Frequency / Monetary – database is a **100% true transaction** database with all transactions reported from point of sale for 62 million households. FocusOn RFM is a dynamic new-to-market database that will identify the best potential prospects for your marketing efforts. More than **4.5 billion transactions** from more than **1,500 catalog, retail, and web merchants** have been rolled up into **50+ categories** and over **1,000 subcategories**. Each category and subcategory has date of purchase, number of transactions, dollars spent, and purchase channel attached to it, all of which are selectable.



In addition, each consumer on our database has been assigned a **Shopper Score** based on their purchasing activity including number of transactions, dollars spent, and other factors. This score not only enables mailers to find their best future customer but can be used to reactivate past customers.

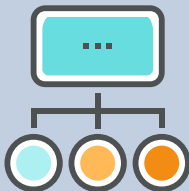
## What is FocusOn RFM?



4.5 Billion Point Of Sale Transactions



Predictive Buying Behavior/Patterns/Trends



Channel Preference (Retail, Web, Catalog)



Shopper Score (based on Purchasing Activity)

focusUSA

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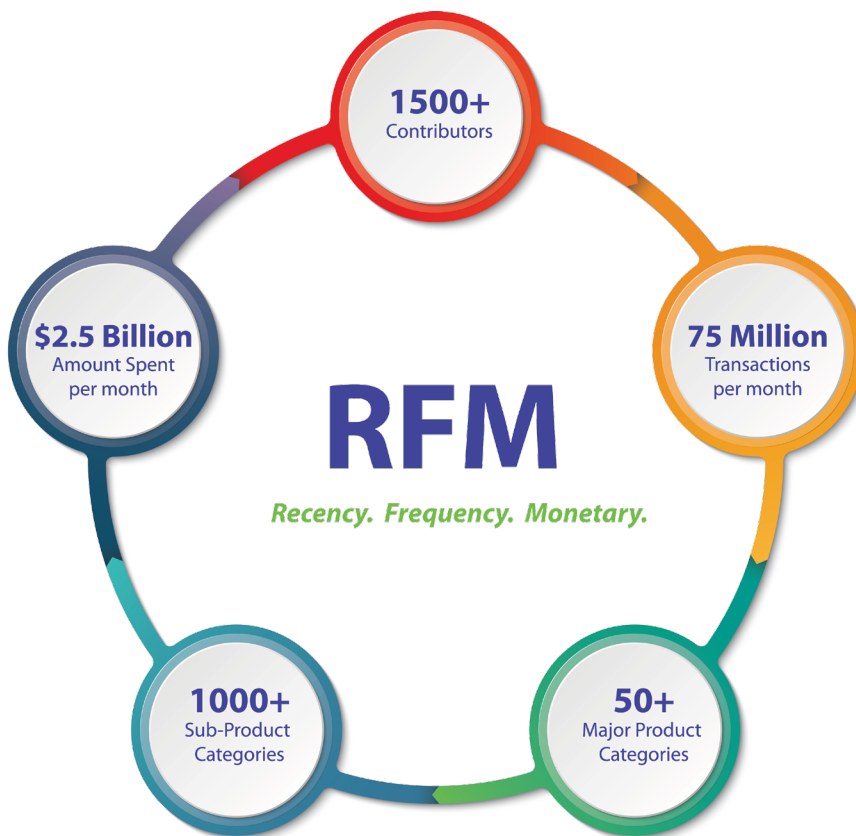
## RFM Database At A Glance...

**62,232,550**  
Households

**7,238,717**  
Monthly Hotline

**24,374,061**  
3 Month Hotline

**57,604,512**  
12 Month Hotline



### Additional Segmentation to Consider:

- Economic Score
- Credit Score Index
- Credit Utilization
- In-Store Credit Users
- Continuity Buyers
- Average Spend by Channel
- Percent Spend by Channel
- New Mover
- Homeowner/Renter
- Net Worth
- Cost of Living Index
- Income
- Age

### ✓ Sample Product Categories

- ✓ Women's & Men's Apparel
- ✓ Health Products
- ✓ Electronics
- ✓ Specialty Food
- ✓ Home Decor
- ✓ ...Inquire about additional categories available

### ✓ Sample Product Sub-Categories

- ✓ eBooks
- ✓ Photography
- ✓ Cookware
- ✓ Furniture
- ✓ Power Tools
- ✓ ...Inquire about additional sub-categories available