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Clario Analytics Launches Clario Core

An Out-of-the-Box, Cloud-based Marketing Analytics Solution that Puts Actionable Intelligence Within Reach of Marketers

Eden Prairie, MN, July 20, 2011—Clario Analytics, a leading expert in cloud-based marketing analytics for multi-channel retailers, today debuts Clario Core, an out-of-the-box solution that provides marketers with an affordable way to manage their customer interactions and drive more profitable relationships. Clario Core is a secure, cloud-powered analytical platform that transforms raw customer data into actionable, customer-level intelligence. In conjunction with this announcement, the company has launched a new website (www.clarioanalytics.com) and branding campaign to reflect Clario Analytics strategy to become a larger player in the marketing analytics market.

"Today we are ushering in a new era of affordable, easy-to-use packaged applications that are specifically designed to address the most challenging issues faced by a wide range of marketers," said Matt Redlon, Clario Analytics CEO and co-founder. "Clario Core delivers clear, concise solutions to real-world problems by putting a flexible toolset directly in the hands of marketers, allowing them to make decisions based on evidence, not intuition. With Clario Core, marketers will be able to craft their future marketing campaigns with more knowledge about how to drive purchase and be able to focus on their most profitable long-term customer relationships."

Unlike general-purpose business intelligence and analytic tools, Clario Core provides the expertise to help marketers create reusable templates backed by industry best practices. The Clario Core Solution is backed by an expert team of retail industry veterans, marketing strategists, analysts and operational talent that help marketers realize the full potential of their own unique data environment. Clario Core's Software as a Service (SaaS) subscription model offers anytime availability and scalability to address any size business problem while benefiting marketing organizations with a predictable budget, lower capital investment and minimal IT intervention.

Clario Core Delivers Clear, Actionable Insight for Marketers
According to James Taylor, president of Decision Management Consulting and industry expert, "Clario is tapping into a real market need to speed the adoption of predictive analytics in marketing. By introducing packaged applications that address critical marketing needs, and by supporting these applications with deep industry expertise, they can help marketers rapidly adopt the analytics they need to deliver more insightful and targeted campaigns."

Out-of-the-box Workflow Templates Automate the Analytical Process
Clario helps marketers create reusable templates that are quickly deployed via a cloud-powered SaaS environment. Clario Core templates can be configured to capture customer-level intelligence that resides in data such as: transactions, demographics, Web analytics, and lifestyle information. Five standardized applications targeted at multi-channel retailers are available, including:

- **Modeling** — Rich attributes, efficient predictive model development and scoring
- **Campaign Reporting** — Quick and effective campaign performance monitoring, including revenue attribution models
- **Customer Migration Reporting** — Measure and monitor the size and potential of a marketer's customer inventory
- **Future Value Reporting** — Long-term value (LTV) estimates for strategic customer segments
- **Selection** — Fast, easy list creation matches customers with relevant offers

New Website Launched with Clario Core Information

Clario has launched a new website with detailed Clario Core information, literature, spec sheets, and white papers to help clients learn more about how marketing analytics can empower their decision-making. Also featured on the new website is an Introduction to Clario video featuring Matt Redlon, CEO and co-founder, who shares the company's vision for the next generation of marketing analytics. Visit www.clarioanalytics.com for more information.

Pricing and Availability

Clario Core is available now and priced via a monthly subscription that depends on the size of your enterprise. Each optional Clario Core Application is available for an initial configuration charge and minimal monthly support fees.

About Clario Analytics

Clario Analytics develops and markets analytic marketing solutions via a cloud-powered, Software-as-a-Service deployment model. Clario brings unique insight into customer behavior through sophisticated analytics and world-class expertise. Clario Core transforms raw customer data into actionable, customer-level intelligence, allowing marketers to create more personalized programs and profitable results. Clario Stream is a powerful contact optimization engine that helps increase both marketing efficiency and effectiveness, while improving customer interactions. For more information visit our website at www.clarioanalytics.com or call 952-653-0980 or 866-849-3341.

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