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Northern Tool + Equipment Reduces Costs and Increases Profits with Clario Solutions

Northern Tool + Equipment Success Story Showcases Clario's Multi-Channel Solution

Eden Prairie, MN, October 22, 2012—[Clario Analytics](#), a leading expert in cloud-based marketing analytics for multi-channel retailers, today announced the availability of a success story for Northern Tool + Equipment, a leading specialty tools and accessories retailer that markets to businesses and consumers via the internet, mobile, catalog and retail stores. Over 40 million Northern Tool catalogs are mailed each year presenting the company with the complex challenge of optimizing marketing efforts across multi-channels. Northern Tool uses Clario Analytics for its [predictive modeling and revenue attribution](#) and Clario Stream for [contact optimization](#).

Northern Tool's management team is results-driven and knew that by optimizing their marketing, they would get a better return on their marketing investment. Jon Thorsen, director of marketing at Northern Tool, says, "We started working with Clario several years ago on revenue attribution and predictive modeling. But our biggest success and measurable ROI came as the result of using Clario Stream for contact optimization. With Clario Stream, we were able to cut unproductive mailings by 20-25 percent and 60 percent of the advertising dollars cut went to the bottom line."

"Northern Tool is a remarkable success story for a number of reasons," said Matt Redlon, Clario Analytics CEO and co-founder. "With multiple customer types [B2B, B2C, and club members], and multiple print media types [master reference catalogs, smaller catalogs, and flyers] through multiple purchase channels it was a challenge. At each step — from revenue attribution, to predictive modeling, and contact optimization Clario was able to deliver significant improvements in efficiency and ultimately, profits for Northern Tool."

Northern Tool + Equipment based in Burnsville, Minnesota is an industry leader in tools and accessories marketed via its catalog and website (www.northerntool.com) The complete story is available [here](#).

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. Clario Zone offers geo-demographic data solutions for census and climate data that lets marketers target their campaigns. Visit our website at www.clarioanalytics.com or call 952-653-0980 or 866-849-3341.

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