

COPPERKEY LAUNCHES PREDICTIVEIQ™ AT DMA 07

New Software-as-a-Service Enables On-Demand Modeled Prospects, Automatically

October 15, 2007 – Phoenix, AZ – CopperKey, Inc, a fast growing web-based software and solutions company, announced the launch of PredictiveIQ™, a revolutionary new on-demand, automated predictive modeling Software-as-a-Service at the DMA 07 Conference and Exhibition being held at McCormick Place West in Chicago.

“We are the first in our industry to provide online, on-demand modeling that is automatic, scientific, and delivers highly accurate results in just minutes,” said Rick Gibson, CopperKey’s CEO. “We’ve invested millions of dollars and thousands of engineering man hours to develop an intelligent, integrated technology platform that anyone in the direct marketing industry can use and data analysts can easily configure and optimize.”

PredictiveIQ™ significantly reduces the time and cost involved in producing predictive models by automating the process. Delivered online as a software service (like Google®), it provides simple point-and-click options to search a customer database to obtain insight about key attributes and rank customers against up-sell and cross-sell opportunities, as well as profile and model responders to ongoing campaigns. The software also enables searches of pre-defined third-party databases, and based on best customer attributes, obtains modeled and ranked lists of "look-a-like" prospects to target. All of these functions can be done in minutes, rather than days or weeks.

PredictiveIQ™ is designed to easily integrate with branded offerings from major players in the B2B and B2C direct marketing industry. It uses a state-of-the-art Service Oriented Architecture (SOA) that underpins most modern web services. SOA enables loose coupling between interacting software agents so that integration between web-based applications can be made relatively easy to implement and transparent to end-users. Growing use of SOA coupled with the declining cost of powerful hardware and increased broadband availability have made Software-as-a-Service one of the fastest growing segments of the information technology sector (estimated to grow from \$4 billion today to \$11 billion by 2009, according to industry analysis by TripleTree LLC)

PredictiveIQ™ offers a significant enhancement in automated predictive model building. New proprietary processes, designed by CopperKey’s analytical and technical team, revolutionize the intelligence that creates, executes, and interprets models. The new technology platform is an integrated knowledge base that handles RFM (recency, frequency, monetary) data differently than enhanced data. Due to the effect of RFM data on the model output, this new functionality significantly contributes to enhancing the model lift (producing a more targeted model) and extends the applicability of model building to additional marketing problems (churn, up-sell, etc.) beyond acquisition

CopperKey’s President and COO, Chris Lynde, noted, “With rising costs, marketers are having a tougher time producing a return on their investments. The trends are clearly moving towards modeled segmentation that enables a better understanding of micro-segments of customers and prospects. Our new platform can score and rank the national population in minutes through a real-time, automated process, serving this market need to a tee, and putting the power of predictive marketing in the hands of the decision makers.”

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