# DataRewards

BECAUSE YOU WANT TO KNOW

Data Rewards is a successful data mining software and services provider specializing in rapid delivery of accurate customer insights to business managers who want to make the most out of their data and resources.

In the past six years, our flagship software product, Super Score Builder (SSB), has been the #1 choice for marketing, risk, and other business managers and analysts in over 20 prominent companies nationally, because it is more practical, faster, cheaper, and better than most of the data mining tools on the market. SSB is built upon users' experience. In other words, SSB is customized to meet increasing demand from those who strive to deliver best insights. They have found that they'll get whatever they need to make their job easier or better. That's why, for over six years we've created a large loyal user base as we constantly ask for their feedback and provide exactly what they need.

" *I thoroughly tested a variety of statistical modeling products/ procedures and was not satisfied with the results when relationships were non-linear and/or there were a very large number of independent variables. I tested Data Rewards' Super Score Builder using the same data set used to evaluate other products/procedures. The data set contained simulated data that was intentionally very difficult to analyze. Super Score Builder produced impressive results. I then tested Super Score Builder using data for real bank analysis projects and was very satisfied with the results and the relatively short learning curve required.* "

—SENIOR VICE PRESIDENT, CORPORATE MARKETING, BANK OF AMERICA
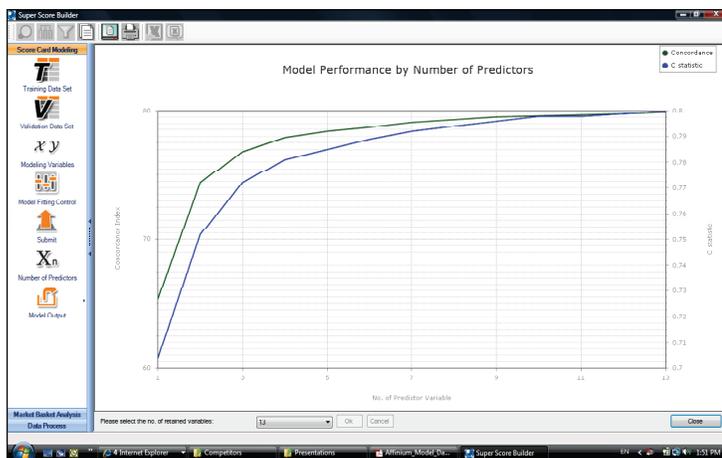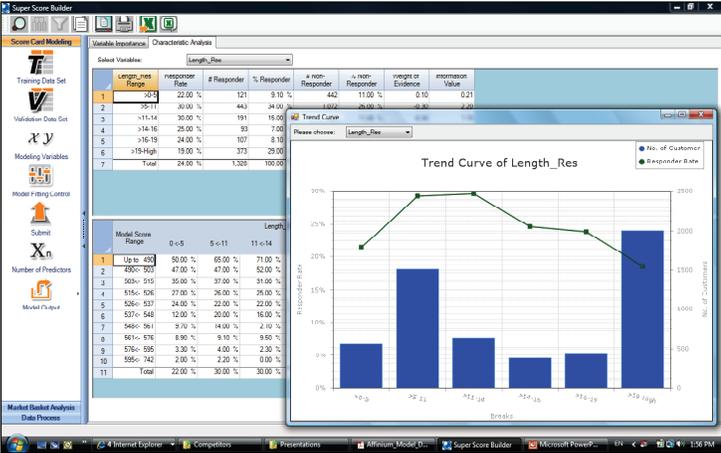
What differentiates SSB from other analytic software tools is its superior accuracy, ease of use, and versatile functionalities.

At Staples, we use SSB not only to produce volume of predictive models, but also to perform marketing insight analysis quickly.

For example, Match Sample in SSB allows us to quantify marketing incremental impact accurately, and Optimization helps us maximize marketing campaign ROI across all vehicles and offers.

—**DIRECTOR OF MARKETING ANALYTICS, CORPORATE MARKETING, STAPLES, INC.**

We have used Data Rewards' Super Score Builder for more than three years to develop predictive models. The tool generates easy-to-explain modeling results quickly and accurately. It helps us develop the best models that can be deployed in our decision system.

—**SENIOR DIRECTOR, RISK MANAGEMENT DECISION SCIENCE, DELL FINANCIAL SERVICES**
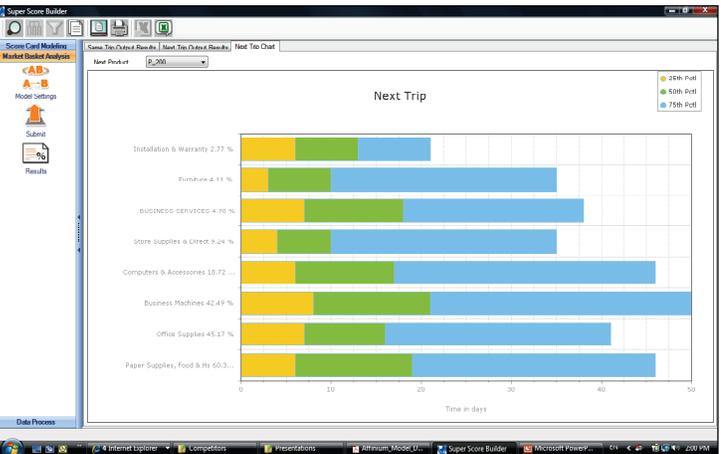
Contact Us Today for More Details or a Demo.

DataRewards

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