The Next Product function in ExecuTrax uses complex algorithms to determine the next product a customer is likely to purchase. The process involves identifying demographic characteristics, past purchasing patterns, and other variables to predict the next buying action a customer will likely take.

The process for determining the likely next product is as simple as clicking a button in the Next Product function; however, there is a fairly complex matching process taking place. ExecuTrax will begin by analyzing each individual household, attempting to find one or more that share key demographic and product characteristics.

Next Product can be manually processed within ExecuTrax as well as automated through DataPro. In addition to its built-in algorithms, Next Product contains preference settings that can be used to add additional matching criteria such as outside demographic information you may have appended as well as exclude certain products from being assigned.

1. To access Next Product, click **File** from the main menu and select **Next Product**.
   - **Reset File**
   - **Product Exclusion**
   - **User Preferences**
   - **Non-Match Priority**

2. To clear any previous Next Product calculations, place a check mark in the **Reset** box.

PRODUCT EXCLUSION

3. To exclude certain products from being selected as Next Product, place a check mark in the **Product Exclusion** box. Click the **Setup** button in order to select the products to exclude.

4. Click on the **Business or Retail tab** to build the list based on the type of relationship.

5. Click on the **product** within the list and click the **single arrow** pointing to the right. The **right double arrow** will move over all products. Repeat that process until all of the desired products are selected.
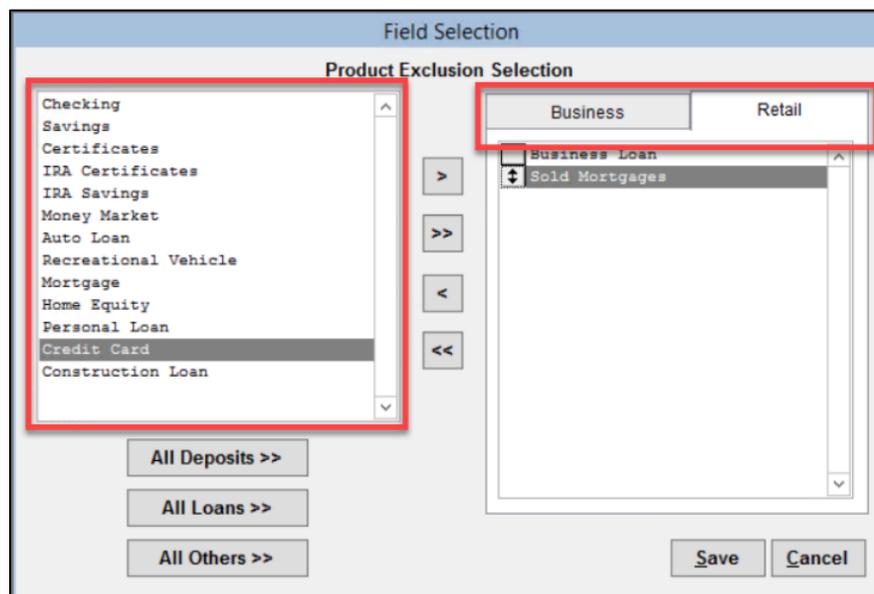
6. Below the Product list are three buttons that provide the ability to move over all products based on the Deposit, Loan or Other Product flag. Simply click the button to select all products within that grouping.

7. Once the desired products are selected, click **Save**.

USER PREFERENCES

8. To add additional criteria, place a check mark in the **User Preferences** box and click the **Setup** button.

9. Click the drop-down arrow for each segment to select the desired **Field**.

10. If the field selected is a numeric or date field, five boxes will be provided to create **break points** used for defining range limits. Enter the desired value for each box to define your ranges.

11. The **Minimum** value is used to define how many households must match in order to create a group for analysis. If a minimum is desired, enter the desired value.

12. Once the desired fields and settings are selected, click **Save**.

NON-MATCH PRIORITY

13. To prioritize products that can be selected should ExecuTrax not find a match, place a check mark in the **Non-Match Priority** box and click the **Setup** button.

14. Click on the **Business or Retail tab** to build the list based on the type of relationship.

15. Click on the **product** within the list and click the **single arrow** pointing to the right. The double right arrow will move over all products. Repeat that process until all of the desired products are selected.

Note: Choosing more than one product allows ExecuTrax to move through a hierarchy of choices for single-product households which ensures the only product within the household will not be chosen again as the Next Product prediction.

Below the Product list are three buttons that provide the ability to move over all products based on the Deposit, Loan or Other Product flag.
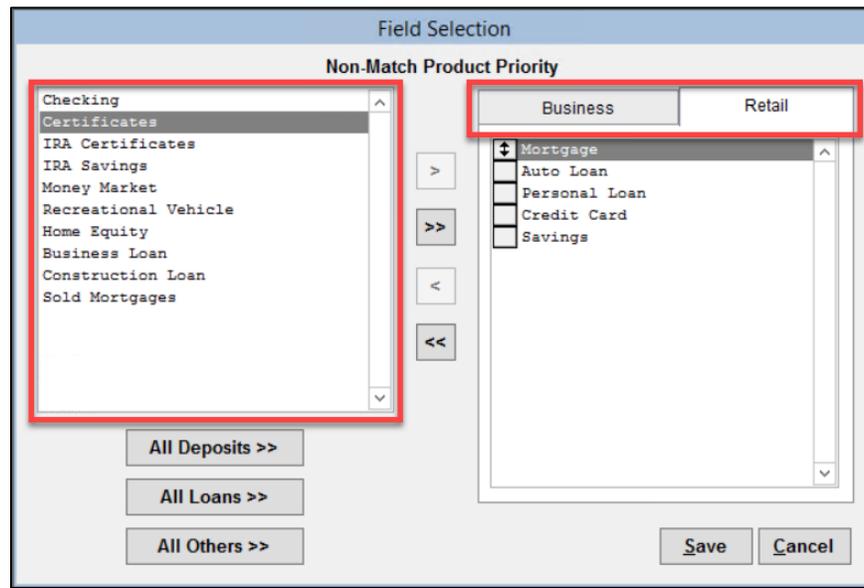
16. Once the desired products are selected, click **Save**.

17. To generate Next Product, click **Activate.**

ExecuTrax will identify the households with like purchasing patterns and group them together. It will then take each household's buying pattern and compare it against the group to find the potential Next Product.
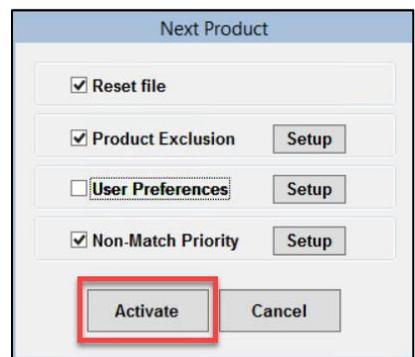
RESULTS

When the process is complete, a summary will appear providing the number of matches and non-matches. The matches consist of 3 levels, with a Level 1 match meaning the households purchasing patterns matched to a significant number of households to identify a matched product. If the system cannot find enough households that match the individual households' purchasing pattern, it will drop to the next level and make another attempt. Each level will become more broader in order to identify a possible match. If using User Preferences, it will drop each field as it drops levels in an attempt to find a match.

Next Product Results

User-specified settings
Matches
Level 1: N/A
Level 2: N/A
Level 3: N/A
Non-matches: N/A

ExecuTrax default settings
Matches
Level 1: 594
Level 2: 16,864
Level 3: 28,148
Non-matches: 12,911

Non-match Assignments
Business
Retail

From here, you will be able to generate reports on the Next Product as well as include it within filters when building out lists for your marketing efforts.