

Marketing Redefined: From Analytic

From Analytics to Action



The Big Data Revolution

Be it analyzing multiple data points, finding correlations, or identifying patterns that may have never been noticed by marketing professionals, predictive intelligence is the driving factor. Organizations that leverage their data reserves to learn who their customers are and what they want, are in the best position to craft tailored experiences that boost engagement and drive revenue.



What Types of Data Are Marketers Collecting?



Customer surveys



Demographics



Social media feedback from

customers and prospects



Data from customers' devices

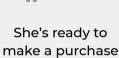
Customer opinions and attitude

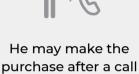


Predictive Analytics: What's in It for You?

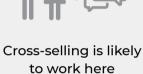


the organization





from the sales rep





How Can Predictive Analytics

Marketers can use the insights derived from analytics to improve aspects such as:







Customer is Truly the King

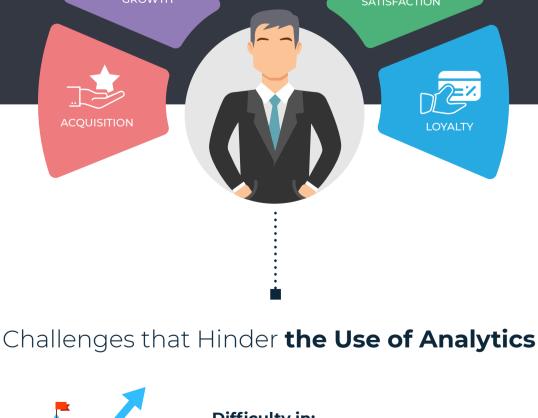
Predictive analytics enables marketers to anticipate buyer behavior

so that they can make relevant offers at all the stages of the customer life cycle.





RETENTION



Difficulty in:

DecisionMines™!

Enter,

Converting data into actionable insights

Integrating customer data types

Integrating massive amounts of data

and the Science of Data. We go beyond investing in the basic blocks such as analytics, discovery, and automation.

With DecisionMines™, we leverage data to

determine which pieces of data to actually gather

It empowers business leaders to make informed decisions by synthesizing the Art of Judgment

Gaining access to data across siloed departments