

Marketing Redefined: 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
- Customer transactions
- Customer opinions and attitude
- Social media feedback from customers and prospects
- Data from customers' devices

Predictive Analytics: What's in It for You?

- He's going to quit the organization
- She's ready to make a purchase
- He may make the purchase after a call from the sales rep
- Cross-selling is likely to work here

How Can Predictive Analytics Sharpen Your Marketing Decisions?

Analytics is much more than a mere tool to view past purchases. Marketers can use the insights derived from analytics to improve aspects such as:

- Marketing optimization
- Personalized messaging
- Identifying and prioritizing qualified leads
- Inventory planning
- Fraud prevention

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.



Challenges that Hinder the Use of Analytics



Difficulty in:

- Gaining access to data across siloed departments
- Integrating massive amounts of data
- Integrating customer data types
- Converting data into actionable insights

Enter, **DecisionMines™!**

It empowers business leaders to make informed decisions by synthesizing the Art of Judgment 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 and turn that data into action.