

A Predictive Analytics Approach for Making the Right Marketing Moves



The global marketing spend is set to reach **\$103 billion by 2019**

Predictive analytics empowers marketers to make informed business decisions and build powerful campaigns that are impressionable and cost-effective.

Predictive Analytics for Marketing



Why Employ Predictive Analytics in Marketing and Campaign Management?



68%

of marketers say improving ROI measurability is the most important goal for a data management strategy.



88%

of marketers use big data to enhance their understanding of customers



67%

of marketers believe speed is one of the primary benefits of data-driven marketing

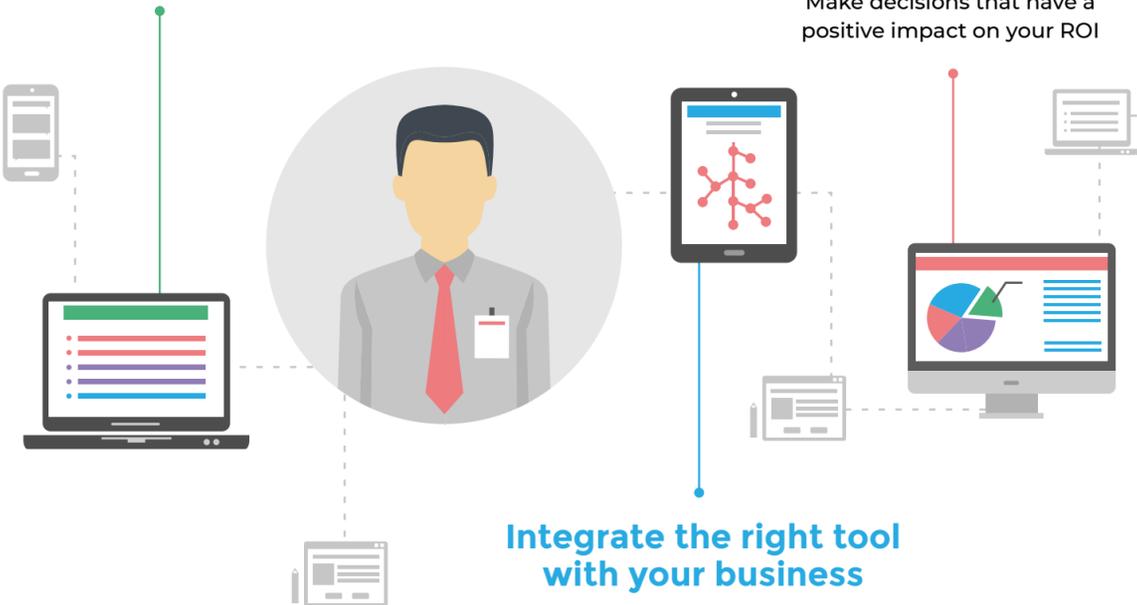
Derive Fruitful Marketing Results by Leveraging Data

Better tools to make informed decisions

Capture data with the right tools to enhance team performance

Make measurable marketing decisions

Make decisions that have a positive impact on your ROI

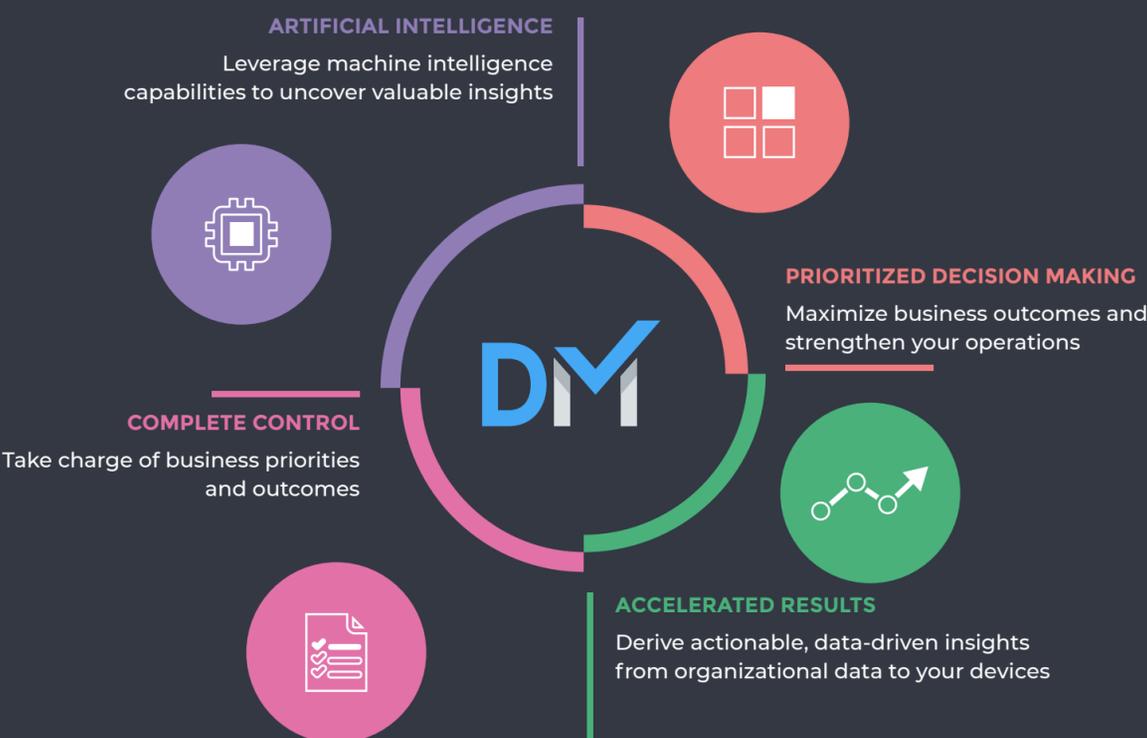


Integrate the right tool with your business

Choose the latest tools that align with your business objective

Embrace Smart Analytics with DecisionMines™

DecisionMines™ enables entrepreneurs to make tomorrow's decisions today.



Embrace change with DecisionMines™

DecisionMines™ 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.

It's time to recalibrate your business strategy to meet the future needs of your customers. To learn more, visit www.decisionmines.com.