

UNLOCKING BIG DATA

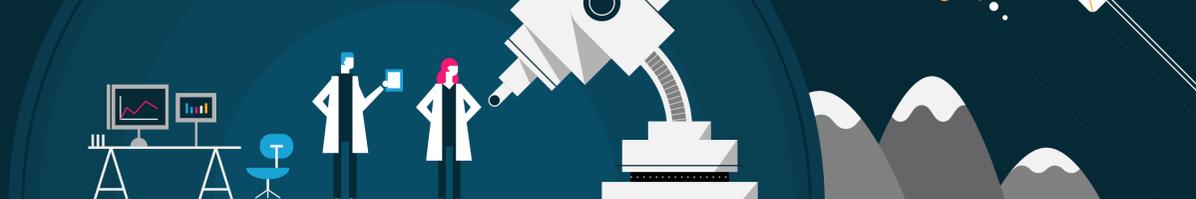
TUNE IN TO THE CUSTOMER JOURNEY



Understand Your Customer

Knowing what motivates your customers unlocks an abundance of valuable information: their needs, hesitations, and intentions.

Today's consumers are interacting with businesses across numerous mediums, generating large amounts of structured and unstructured data that cannot be analyzed by traditional business intelligence tools or is only measured in silos.



The **VALUE OF BIG DATA ANALYTICS** is in combining all customer interaction data and analyzing it in its entirety to get a complete understanding of your customer journey. You can accelerate customer acquisition, encourage repeat business, and improve customer loyalty by answering questions such as:



With this information, businesses can:

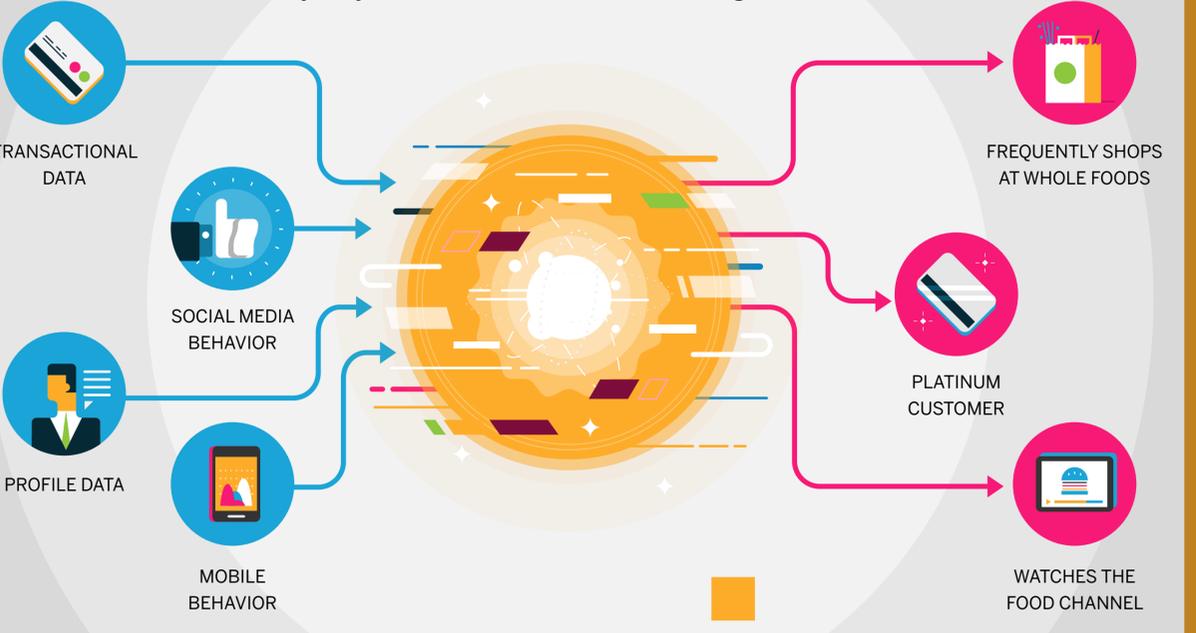


CASE STUDY

Reducing Customer Acquisition Costs

Financial service providers spend **ABOUT \$12 BILLION** on direct marketing each year. By utilizing Big Data Analytics, companies can create more customer-focused, targeted promotions.

Using Big Data Analytics, a global **CREDIT CARD COMPANY** is able to accurately analyze and understand the behavior of its high-value customers:

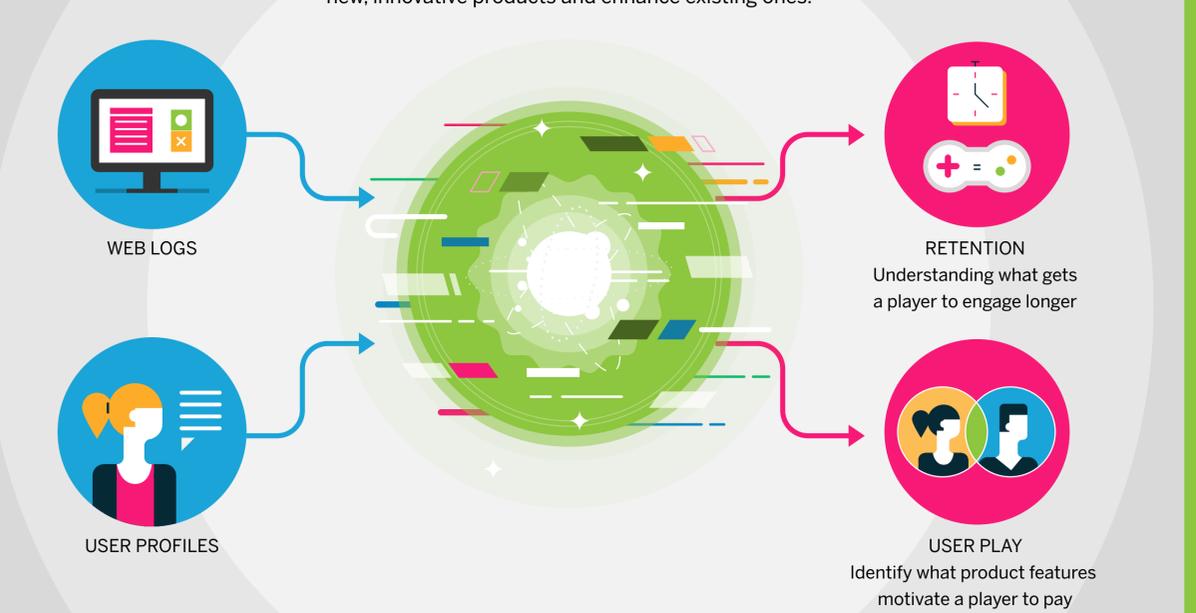


CASE STUDY

Driving Product Innovation and Revenue

For many gaming companies, top goals include driving users to play longer and designing games that drive monetization.

An **ONLINE GAMING COMPANY** uses Big Data Analytics to introduce new, innovative products and enhance existing ones.



Optimize the Journey

Big Data Analytics give you a competitive edge by helping you understand your customers' journey. You can optimize your digital and marketing campaigns, as well as customize your product offerings for better customer retention, faster acquisition, and more.