

PREDICTIVE ANALYTICS

IMPROVE THE POWER OF YOUR MARKETING

If you need to improve the effectiveness of your marketing efforts but aren't sure how, consider investing in predictive analytics. Perhaps you can't afford an in-house data scientist or your analytics team is already overcommitted. Speedeon can develop a predictive analytics solution that meets your unique needs.



Predictive Modeling

Predict customer behavior and improve program efficiency using a variety of cloning, response, lifetime value, and other predictive models. Predictive models enable marketers to forecast campaign results and return on investment. Most marketers understand the benefits of data models but many lack the resources to utilize them. Speedeon's Predictive Analytics practice makes model development and implementation accessible for marketers of any type and



Data Analysis

Answer questions, challenge assumptions, and identify trends, patterns and other actionable intelligence within CRM data through customer segmentation, cluster analysis, and other analytical methods. Marketers are surrounded by data; data from customers, transactions, other first party data and even second and third party data. Speedeon's Predictive Analytics practice leverages cutting edge data science tools to convert all types of marketing data into actionable intelligence and insights.



Reporting

Utilize advanced ways of interpreting the results of data-science led predictive analytics using data visualization, geo-spatial representations, and advanced reporting methods. Enhanced reporting can be combined with other services for even greater insight. For example, new geo-spatial data elements can be included within a predictive model.



Match-back Analysis

Compare marketing campaign data and related results to identify responders, understand why campaign results were obtained, and develop insights to improve future campaigns. A match-back analysis can help identify your best prospects, your best performing offers, and optimize overall response rates.