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Inteligencia Analítica de Clientes

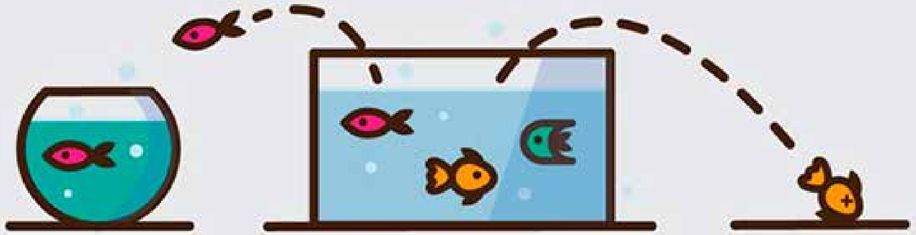
CUSTOMER INSIGHTS

CUSTOMER INSIGHTS

Customer Insights is an analytical toolkit of models for making marketing strategic smart decisions.

CUSTOMER INSIGHTS

CHURN MODELS ...



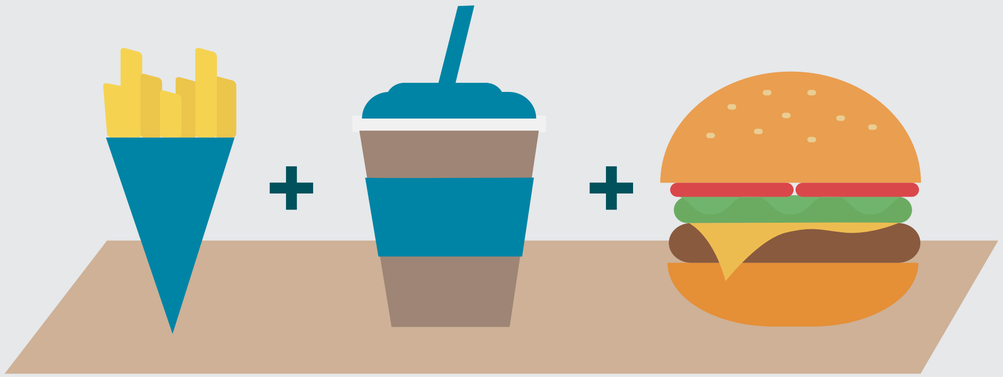
CUSTOMER **CHURN**

REVENUE **CHURN**

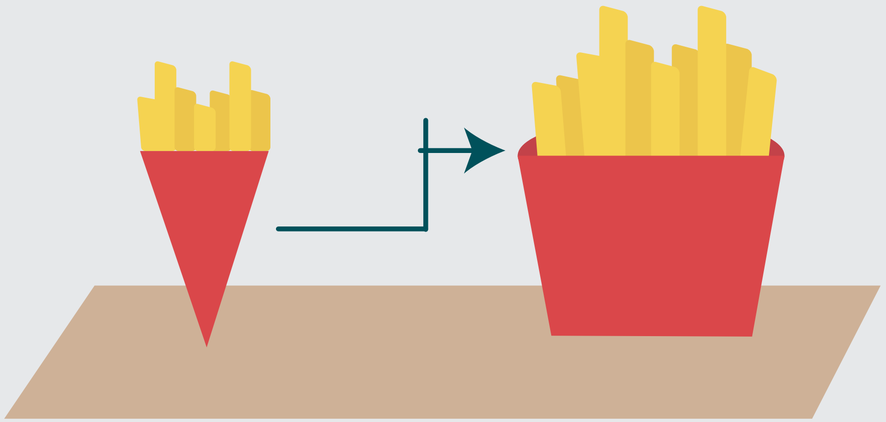
Act before your clients left, and be one step ahead with our churn models by implementing aggressive retention campaigns.

CUSTOMER
INSIGHTS

CROSS-SELLING AND UP-SELLING ...



CROSS - SELL



UP - **SELL**

Engage your revenue margins by improving clients satisfaction and loyalty using cross-sell and up-sell techniques.

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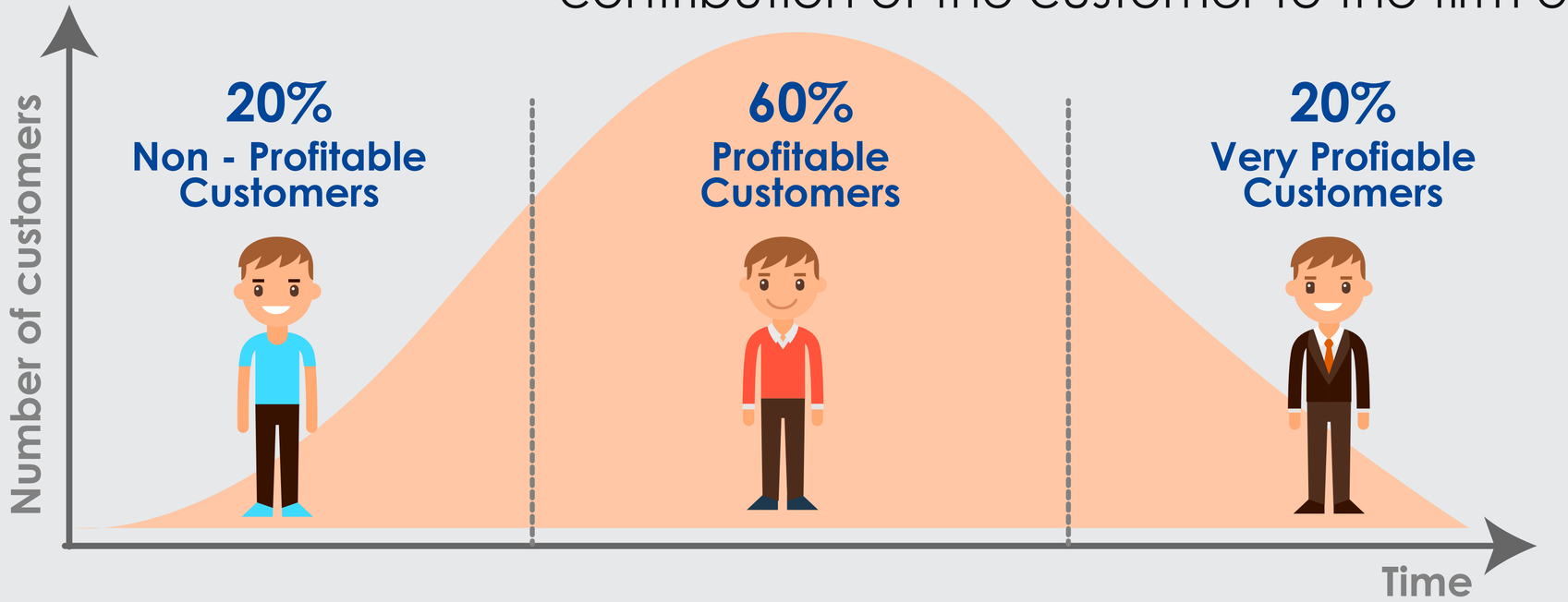
CLUSTERING AND **SEGMENTATION MODELS**

Engage your revenue margins by improving clients satisfaction and loyalty using cross-sell and up-sell techniques.

CUSTOMER INSIGHTS

CUSTOMER LIFETIME **VALUE MODELS**

Customer Lifetime Value is the net profit contribution of the customer to the firm over time



Identify which clients are the most profitable and how much they value in you business in its lifeline to focus your efforts.

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SOCIAL MEDIA **MINING**

Capture trends and complaints of what people are sharing in the social networks of your business and implement strategic actions.

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MARKET RESEARCH MODELS

Discover new market niches using Analytics and identify the best way to approach it to broad your business.

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SUCCESS HISTORY:

Crystal S.A.S.

Crystal is a company dedicated to the production and marketing of clothing brands in Latin America engaging client brand loyalty using iData's Customer Insights.

CUSTOMER INSIGHTS

Crystal S. A. S.

Business Needs

Crystal's need is to gain an in-depth knowledge of its clients in order to generate commercial campaigns that will reinforce lasting profitable relationships.

Business Outcomes

Customer

Discover and generate new actionable communications opportunities and strategic campaigns.

Keys to Winning

- Improve Call-to-action by a 50%.
- Increase the marketing campaigns ROI 3X.
- Reduce brand churn by 20%

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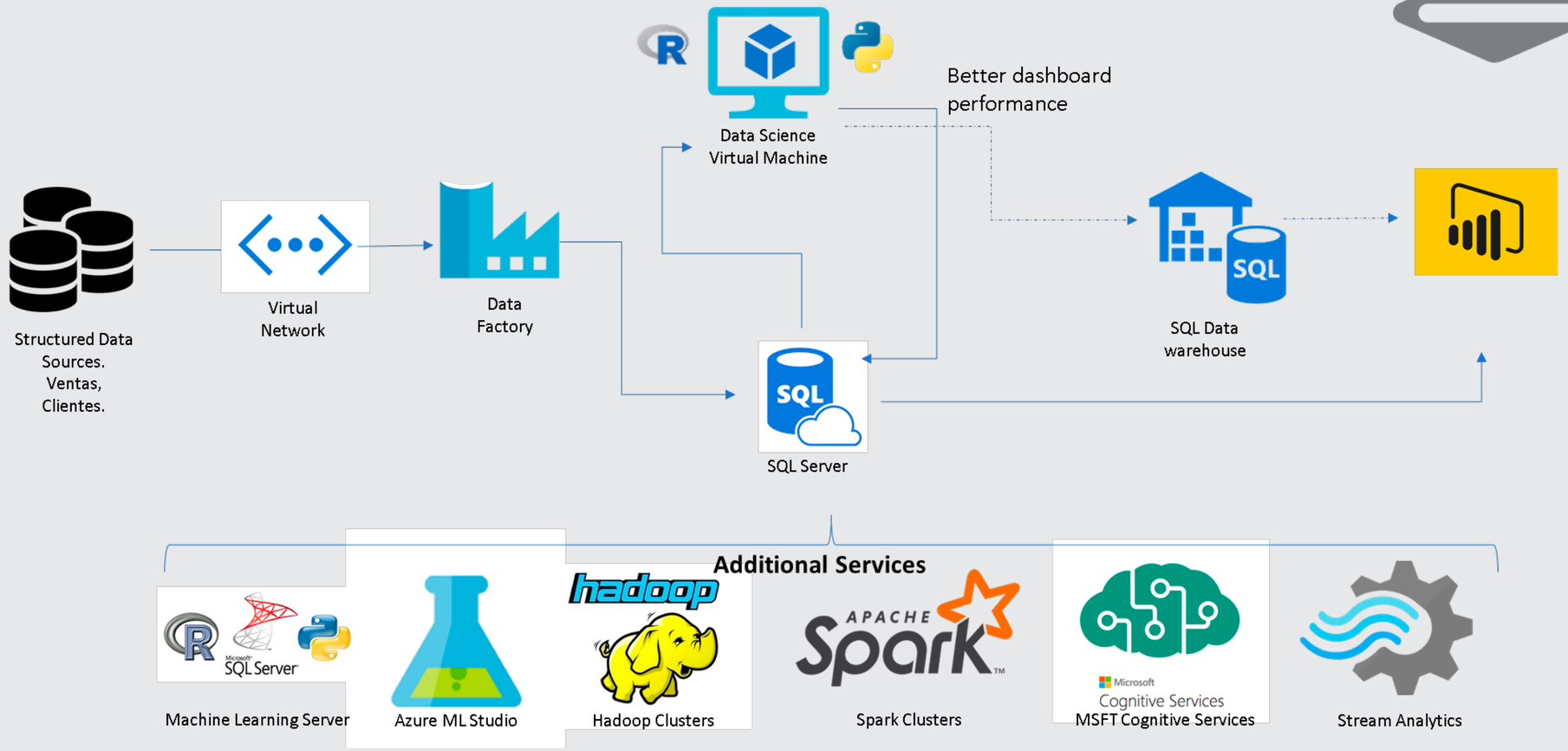
SOLUTION ARQUITECTURE



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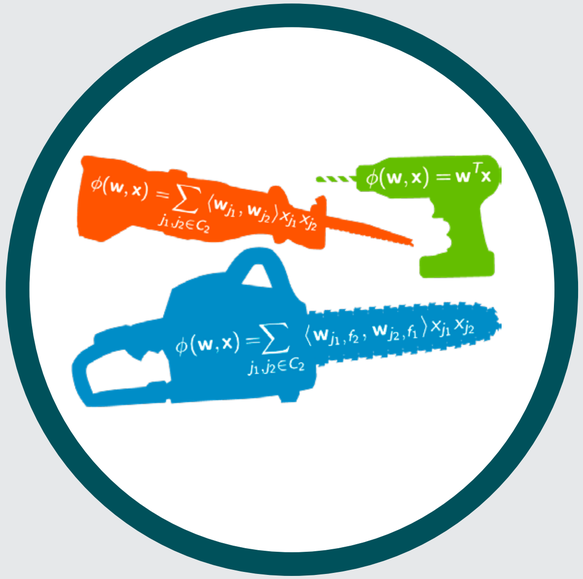
CHURN MODEL

Crystal S.A.S.



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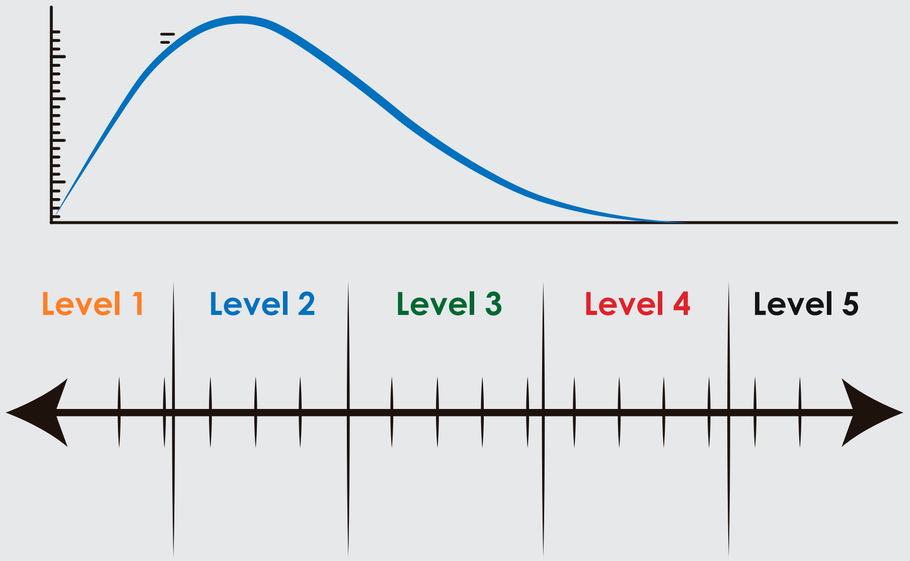
SEGMENTATION MODELS

Crystal S.A.S.

- Recency
- Frequency
- Sales
- Duration
- Antiqueness



CUSTOMER INSIGHTS

CROSS-SELLING MODEL

Crystal S.A.S.

	1	2	1	0	0	0	0
	0	0	0	1	3	0	1
	1	0	3	1	0	1	0

	1	0.3	0.5	0.5	0.1	0.9	0.1
	0.3	1	0.6	0.7	0.1	0.6	0.2
	0.5	0.6	1	0.9	0.1	0.2	0.3
	0.5	0.7	0.9	1	0.2	0.2	0.2
	0.1	0.1	0.1	0.2	1	0.1	0.9
	0.9	0.6	0.2	0.2	0.1	1	0.2
	0.1	0.2	0.3	0.2	0.9	0.2	1

Cliente	Ítem favorito	Ítem recomendado 1	Ítem recomendado 2	Ítem recomendado 3

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