

AIM

BizData[®]

Intelligent Marketing Operations
for Dynamics 365



WE ARE BIZDATA.

Our vision is to help every person to use the right data, at the right time.

By empowering people to do more with data, whether installing a platform, building a framework, conducting analysis or providing training, our goal is to help people.

Partnering with Microsoft we deliver advanced analytics solutions incorporating the latest technology for our customers.

MARKETING OPS

A data-centric solution bringing together common operational marketing activities leveraging Machine Learning and AI



Implementing Marketing Ops requires:

- Marketing Knowledge
- Strategy
- Tools and Applications
- Data

Although this sounds easy enough there are still challenges to overcome to implement this cohesively.

STRATEGIC CHALLENGES

30%

of marketers say that team training was the biggest challenge of the last year

[\[source\]](#)

46%

believe that disconnected data is impacting their ability to engage, support, and meet the needs of customers

[\[source\]](#)

61%

do not use ROI when making strategic decisions because they aren't confident in their own data

[\[source\]](#)

STRATEGIC CHALLENGES



Disconnect

Disparate platforms storing increasing amounts of siloed data making it difficult to personalise real-time communication based on customer behaviour



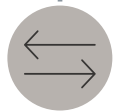
Uncertainty

Inability to measure marketing effectiveness hampers the optimisation of marketing channels available



Skills gap

Building teams to successfully navigate rapidly emerging technologies



Alignment

Aligning marketing to the wider business objectives



Pressure

Pressure to deliver ROI & prove marketing value

OPERATIONAL CHALLENGES

35%

of marketers say poor data quality impacts their ability to target consumers with the right digital ads

(Source: Forrester)

74%

feel frustrated when website content is not personalised

(Source: Forbes)

OPERATIONAL CHALLENGES



Personalisation

Need customer-centric marketing that adapts to their changes



Value for money

Optimise marketing effectiveness and spend



Customer experience

Delivering a better customer experience, with a single customer view



Security

Privacy by design, security of (customer) data




Data management

Managing growing amounts of data & metrics

THE ANSWER?

AI



Artificial Intelligence is fast becoming necessary to be able to meet the personalisation experience customers have come to expect.

For a marketer, AI driven recommendations based on customer activity provides the necessary insight to take timely action.

Proactive marketing journeys can be set up to take advantage of up-sell / cross-sell opportunities or even preventative measures, for customers likely to churn.

THE AI GAP IS BLOCKING MARKETERS FROM REACHING THEIR FULL POTENTIAL.

Only 17%

of digital marketing leaders implement AI or machine learning across their department

(Source: Gartner)

55%

of enterprises believe that technology constraints limit their ability to implement personalisation strategies

(Source: Forrester)



Intelligent Marketing Operations
for Dynamics 365




Let your marketing platform truly work for you.

Our platform provides the foundation for more intelligent, data-driven marketing ops.

By harnessing the power of data and AI, we help you to improve the customer experience, grow customer life-time value and hit your growth targets – with more speed and greater ease.

AIM HIGHER.
ACHIEVE MORE.



AIM is a single, integrated and self service environment that not only monitors and optimises your marketing campaigns, but also identifies and automates the best course of action to reach your customers.

THE AIM SOLUTION

CONNECT & INTEGRATE YOUR DATA

- Sales & Payment data
- Customer data
- External prospect lists
- Third party enrichment

CREATE A POWERFUL AI MARKETING ENGINE

- Self-service marketing data model
- Machine learning model suite
- Guided insights
- Dashboards

PREDICT BEHAVIOURS & AUTOMATE CAMPAIGNS

- Marketing automation
- Customer insights
- Dynamics marketing
- Outbound & trigger campaigns

AIM PLATFORM BUILT ON AZURE

Data governance and security • Scalability, speed and performance • Future innovation/experimentation

CONNECT & INTEGRATE YOUR DATA.



Connect multiple data sources seamlessly



Integrate existing & third-party data



Combine historical & real time data



Create holistic customer profiles



Ingest new data continuously



Maintain control with robust data governance

CREATE A POWERFUL AI MARKETING ENGINE.



Track campaign activity, sales orders, subscriptions, payments & online engagement



Inform marketing campaigns using machine learning based on customer propensity



Highlight precise areas of interest & **analyse** their impact on behaviour



Monitor campaign performance & customer portfolio development in real time

PREDICT BEHAVIOURS & AUTOMATE CAMPAIGNS.



Create audience segments to improve targeting



Provide a 360° view of customer engagement & sales staff behaviour



Define automated rules for communication based on customer engagement data



Build campaigns supported by digital assets



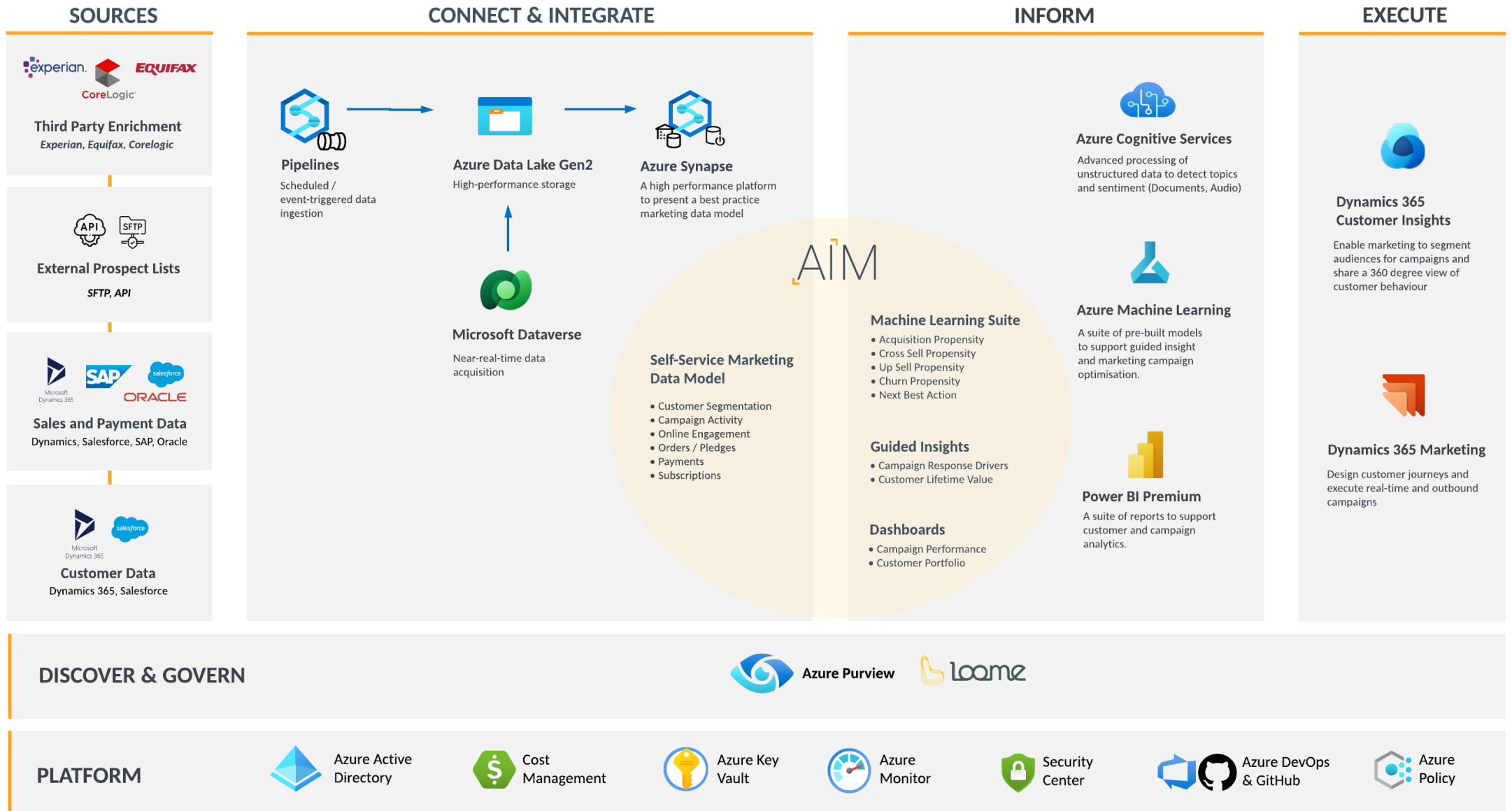
Data-driven design and architecture



Solution Framework

BizData has a track record at delivering data-driven solutions for marketing. This covers the lifecycle of data enrichment, data modelling, analytics and machine learning and campaign execution.

DATA-DRIVEN MARKETING SOLUTION FRAMEWORK



WHY

AIM

SHOULD BE YOUR CHOICE.



Data & AI Capabilities

Everything we do is driven by data analytics.



Agile Engagements

No matter how complex, we deliver timely and well governed solutions.



Customer Empowerment

We empower our customers with the processes and knowledge to effectively support and implement change in the future.



Marketing Ops Experience

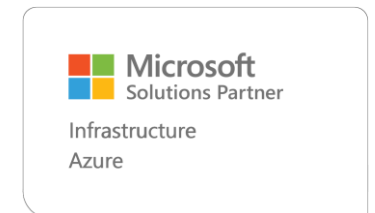
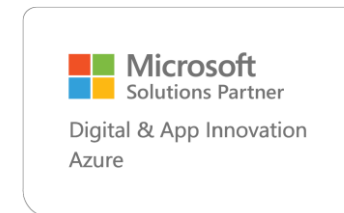
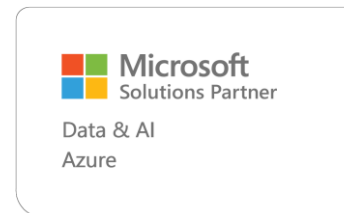
15+ years of experience improving marketing ops.

WHY

AIM

SHOULD BE YOUR CHOICE.

With 17+ years of experience, over 500 projects with Microsoft Analytics Platform and 15 national and international awards, BizData is a world class leader in delivering outstanding analytics outcomes for customers.





BizData

READY TO AIM HIGHER AND ACHIEVE MORE?

Find out how to start implementing
powerful AI marketing ops

with AIM