

CustomerIQ: A Holistic Approach to Marketing Optimization and Brand Growth

Can't see the forest for the trees? CMO's now spend a third of their total marketing budget on MarTech, yet remain challenged to attribute marketing's contribution to business outcomes. The siloed and proprietary nature of these technology solutions only serve to exacerbate this challenge.

Features

- Unified view of consumers and their behavior
- Micro segmentation
- Predictable marketing spend attribution
- Agile Marketing
- Channel Optimization
- Content Optimization
- Cloud-scale
- Rapid test/measure/optimize cycles



Benefits

- Leverage emotional and behavioral signals to quickly recognize and optimize
- Address tactical and strategic requirements on a single platform
- Campaign metrics are available in real-time
- Measure sales and brand effects while predicting ROI within the same solution
- Consumer data and insights are managed in-house and always accessible
- Connect the entire business to "find the path to growth" together