

**PRODUCT**

# CONSUMER INTELLIGENCE

*Truly activate your data through rich data visualization*

Train-of-thought analysis that turns your data into actionable consumer insights, to drive more effective engagement with consumers and loyalty with your brand. Let your data speak to you through highly visual analysis techniques that enable you to ask any business question in a no-code, drag-and-drop analytical workbench.

## Key Benefits

- Fully integrated across Selligent Marketing Cloud
- Perform exploratory analysis across all consumer demographic, transactional and interaction data without needing data analyst skills
- Use interactive data drill-down, with stunning visualization to represent data intuitively, and build customer understanding
- Discover hidden consumer patterns, product and channel propensities with advanced analytics and predictive modeling techniques
- Close the loop by turning key insights directly into actionable data, to drive more engaging and targeted marketing communications



# Key Technical Features

- **Data Enrichment:** Easily manipulate your data to present it exactly as you need it for your analysis and segmentation. Use our intuitive tools to reformat dates, create numerical bands, or write sophisticated expressions to perform customer lifetime Value calculations.
- **Exploratory Analysis:** Perform train-of-thought analysis using a range of analysis techniques including crosstabulations, Venn diagrams, Pareto analysis, bubble charts, or profiling. Drag out interesting data points to create and combine into segments in an interactive scratchpad.
- **Advanced Analytics:** Pre-process data to remove the drudgery from preparing data for modeling, and then leverage our robust predictive techniques such as clustering, decision trees, Baïve Bayes, associations and regression to create segments, forecast trends, and identify customer propensities to improve the timing and targeting of your marketing efforts.
- **Gallery:** Create a gallery of visualizations to measure your most important KPI's, using dials, meters, spheres, cylinders, and funnels, as well as data-driven contextual text. Instantly understand what is working and where to make improvements in your marketing strategy.
- **Turn Insight into Action:** No longer will brands have disconnected business intelligence and campaign execution. User-defined fields, predictive scores, and segments created during your exploratory analysis can all be synchronized into a table in Selligent Marketing Cloud, enabling you to take action by using them as an audience within a journey.

