AccuData INTEGRATED MARKETING

Data Analytics & Insight

Data-Driven Insight that Leads to Exceptional Targeting and Improved ROI

AccuData's analytic capabilities enable marketers a deeper understanding of their most valuable customers and a clearer picture of their most desirable target audience. AccuData's analytics products and services are fully supported by AccuData's data science team, who will help you interpret the results and apply the intelligence to market more effectively and efficiently.

Benefits

Profile your best customers and find prospects based on key activities and behaviors.

Increase the effectiveness of your direct marketing campaigns.

Access step-by-step consultation from your AccuData team of marketing analytics experts.

Data Analytics & Insight

For well-defined target audiences, better response rates, and improved customer engagement, start with analytics.

Customer Profiling

Discover similarities in your customer base and identify lookalike audiences with a customer profile analysis from AccuData. We offer several options, including our cutting-edge online tool, SnapShot, as well as offline options for creating custom segments and profiles. Develop your brand's ideal buyer personas to focus your sales and marketing efforts, reduce marketing spend, guide product decisions, and ultimately allow for better alignment across your organization.

Predictive Analytics

Go from telling a story to predicting the ending. Predictive analytics go beyond that of a basic profile to predict response and purchase behavior from your customers and prospects. Predictive analytics enable marketers to seamlessly craft ideal target audiences, realistic media budgets, and sound key performance indicators.

Custom Modeling

And when you need a unique solution for a complex marketing or business challenge, our data scientists are on hand to deliver a custom modeling solution that fits.

Define better target audiences, increase campaign response rates, and improve customer engagement with robust analytics and deeper insight from AccuData.

We are proud to offer these additional analytic capabilities:

Exploratory Data Analysis
The Exploratory Data Analysis is a highly customized examination of a marketer's data assets for the purpose of prioritizing product offerings and strategies as well as to advise on further analytic techniques.

Combination Models
Combination models, the most advanced targeted marketing model, are utilized to further refine targeting by seeking new prospects that most resemble a balanced sample of previous responders and converters.

Clone Models
A clone model uses data and analytic techniques to identify or distinguish consumers with certain traits in a given population. These models are commonly utilized to identify new prospects that most resemble the marketer's existing client base.

Custom Segmentation
Custom segmentation examines a marketer's loyalty customer base and utilizes statistical techniques to define and identify the characteristics that define their most desirable, high-value customers.

Data Analytics & Insight with AccuData

☆ Real-World Expertise

AccuData's tenured team offers 30 years of real-world marketing analytics experience.

👁 Real-Time Insight

AccuData offers the only real-time descriptive and predictive analytics tools available in the market today.

⚒ Full Suite of Data-Driven Products & Services

Leverage our comprehensive suite of targeted data solutions, email and digital marketing offerings, and custom database services to market smart, not hard.

🤝 Your Embedded Data Science Team

As an extension of your team, we'll uncover hidden insights that will empower you to make the best marketing decisions.

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