

DATA SCIENCE: THE ROCKET FUEL FOR MARKETING PERFORMANCE

In the exciting and vast universe of marketing, data science is the beacon of discovery. Like rocket fuel propelling a spacecraft, it drives marketers to new heights. Embark on this infographic's journey, from deciphering the past to shaping the future. Set your trajectory for marketing excellence. **3-2-1 Blast Off!**

JOURNEY THROUGH THE DATA MARKETING COSMOS FROM PAST TO FUTURE

HINDSIGHT: NAVIGATING THE PAST

Descriptive Analytics

Mission Log: Understanding the events that have transpired

Data Readings: Dive deep into historical data to decode occurrences during certain cosmic cycles

INSIGHT: CHARTING THE PRESENT + POTENTIAL DISCOVERIES

Predictive Analytics

Stellar Forecasting: Predict events based on previous trends and patterns

Precise Calculations: Estimate the value or likelihood of outcomes, based on historical data, to provide a better assessment of what will happen in the future

FORESIGHT: SETTING COORDINATES FOR FUTURE SUCCESS

Prescriptive Analytics

Strategy Map: Plot a course for success

Mission: Utilize descriptive and predictive navigations to plan optimal strategies to influence future outcomes

STELLAR MODELS: CRAFTING THE BEST NAVIGATIONAL TOOLS TO MAXIMIZE YOUR JOURNEY

DESCRIPTIVE ANALYTIC MODELS

Performance Reporting & Monitoring

Customer Segmentation

Geographic Analysis

Online Interest & Intent Analysis

Sales & Revenue Analysis

PREDICTIVE ANALYTIC MODELS

Customer Behavior

Campaign Response

Lead Generation/
Customer Acquisition

PRESCRIPTIVE ANALYTIC MODELS

Next Best Product Recommendation

Geographic Target Optimization

Media Recommendation Generator

Optimized Audience Generation

Customer Response Modeling

ELITE DATA EXPLORATION TOOLS THE BIG 3

01 Recency-Frequency-Monetary (RFM) Model

- Pinpoints stellar and nebulous customers based on transactional data from recent activity, who purchased more often and spent more
- These customers tend to be the most likely to purchase again

02 Propensity Navigator

- Predicts the likelihood of a customer making a purchase using historical data, demographics, and customer behavior
- This model takes your entire prospect list and narrows it down to target individuals who are likely to act in low, medium, and high segments

- It uses AI-powered algorithms for optimized marketing efforts and improve sales

Predictive Customer Lifetime Value (CLV)

- Forecasts a customer's value across their journey with the business
- Helps businesses navigate the long-term value of customer relationships, fine-tuning marketing signals, allocating resources, and shaping strategies to enhance retention and loyalty
- Guides choices on customer engagement, pricing, cross-selling, and upselling strategies



FINAL FRONTIER: ACTIVATION!

Harness the limitless benefits of data science, set your coordinates, and blast off toward exciting uncharted business discoveries!

Trust Vericast as your marketing data and technology partner. Exploring new opportunities, deepening analytics, and achieving peak performance. Request our report **"Why First-Party Data Matters"** and let's chart your success together.