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

INSIGHT:

CHARTING THE PRESENT + POTENTIAL DISCOVERIES

SETTING COORDINATES FOR FUTURE SUCCESS

Descriptive Analytics

Mission Log: Understanding the events that have transpired

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

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

Prescriptive Analytics

FORESIGHT:

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



Customer Acquisition

Lead Generation/

PRESCRIPTIVE ANALYTIC MODELS



Next Best Product Recommendation

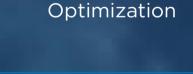


Generator





Modeling



Geographic Target

Optimized Audience

Generation

ELITE DATA EXPLORATION TOOLS

THE BIG 3

Pinpoints stellar and nebulous customers based on transactional data from recent activity, who purchased more often and spent more

Predictive Customer Lifetime Value (CLV)

Recency-Frequency-Monetary (RFM) Model

- These customers tend to be the most likely to purchase again
- **Propensity Navigator**

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

Predicts the likelihood of a customer making a purchase using historical

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

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
- upselling strategies

Guides choices on customer engagement, pricing, cross-selling, and



FINAL FRONTIER: ACTIVATION!

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.

Harness the limitless benefits of data science, set your coordinates,

and blast off toward exciting uncharted business discoveries!



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