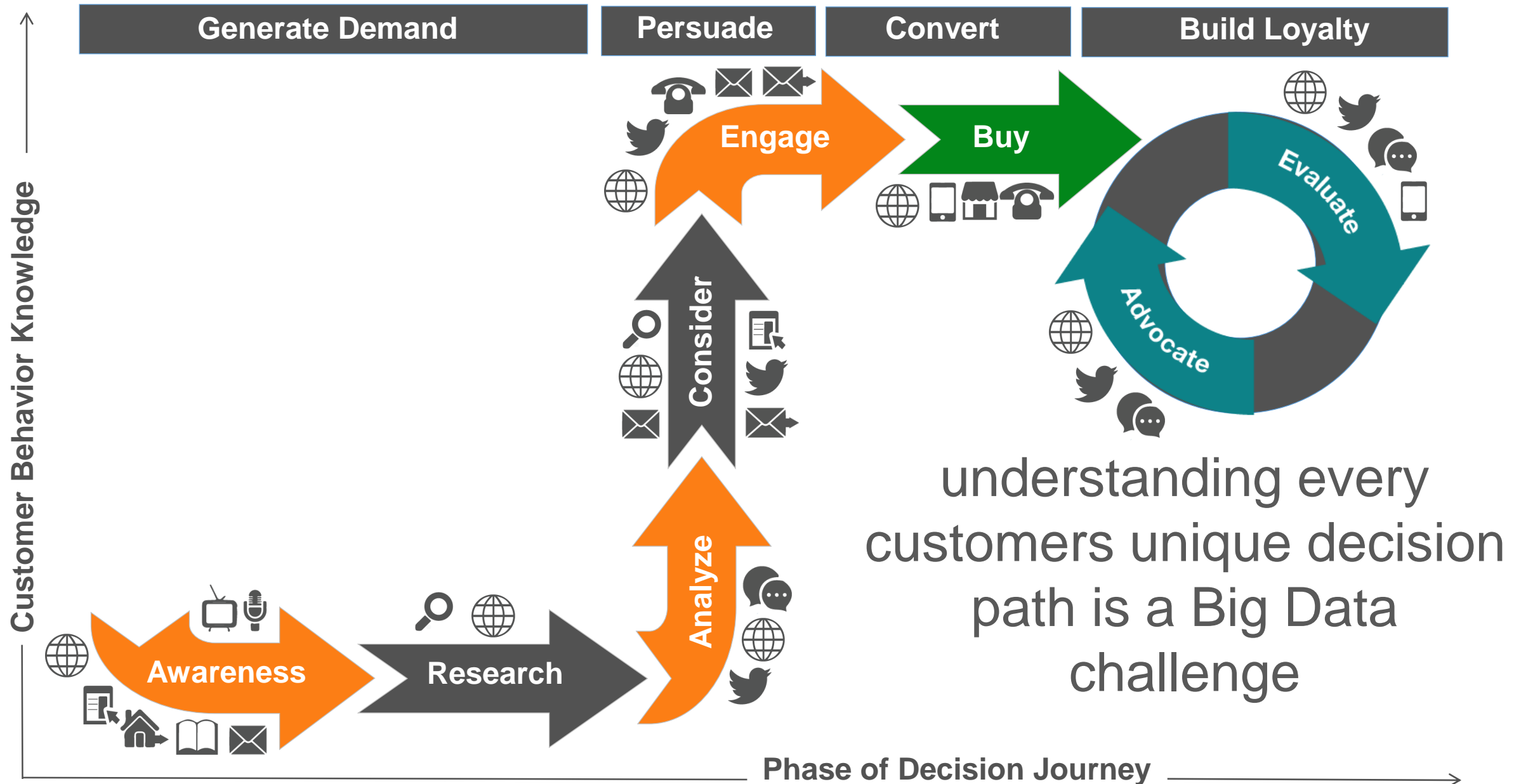


# discovering your customers decision journey

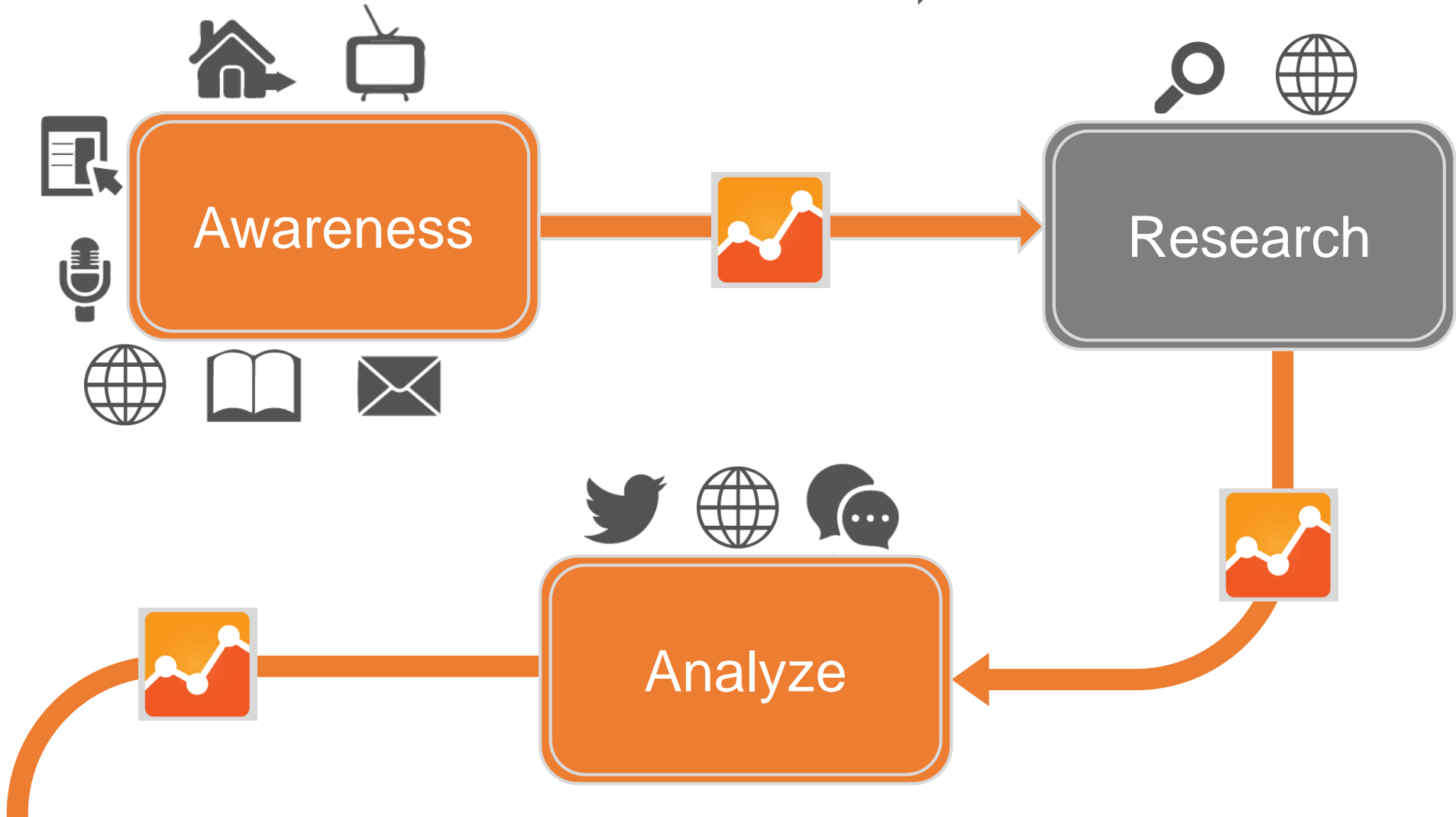
# the customer decision journey

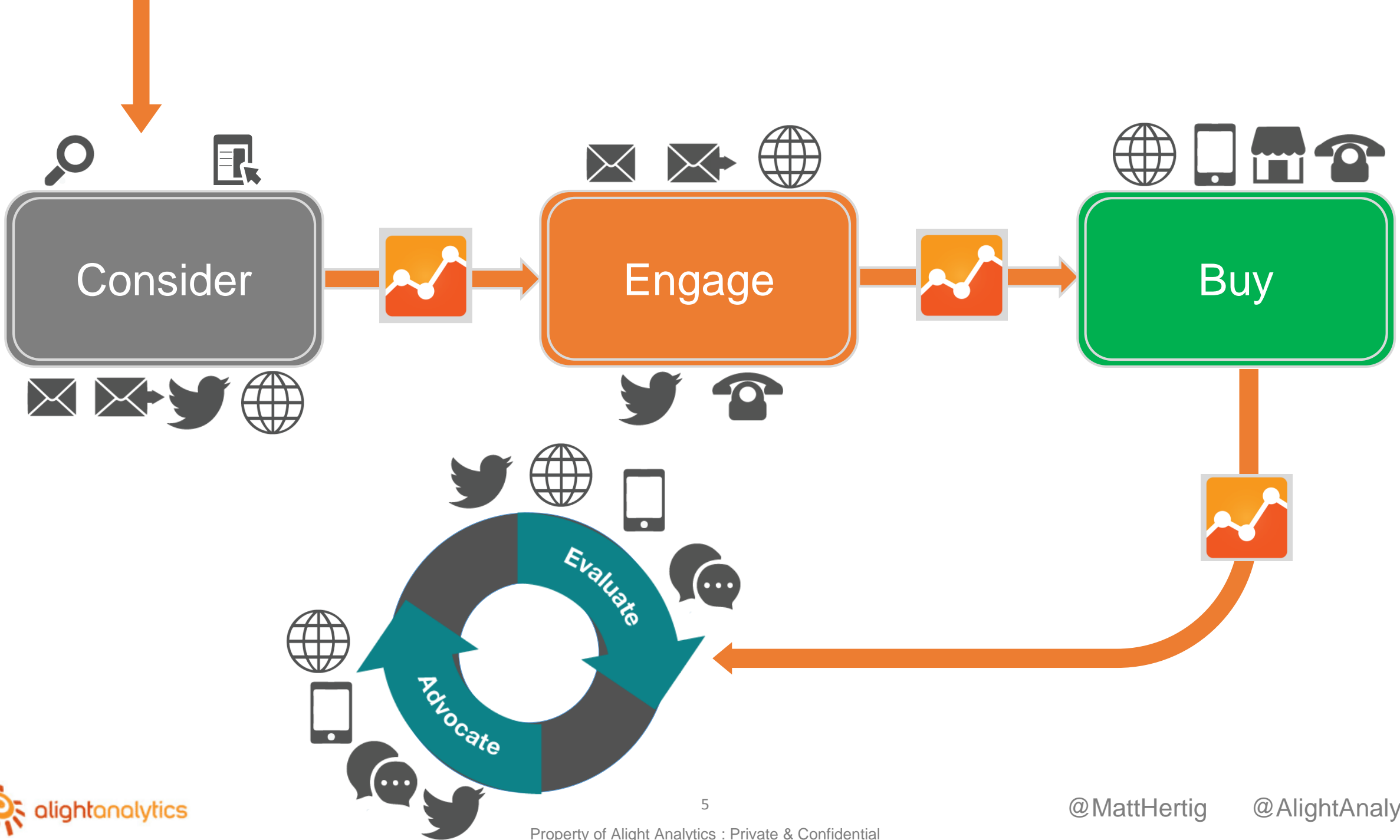
Customers today aren't buying online or offline – they are buying from a brand. Every sales & marketing channel utilized in a buying decision plays a role in shaping the customers decision journey and brand experience.

# the customer decision journey



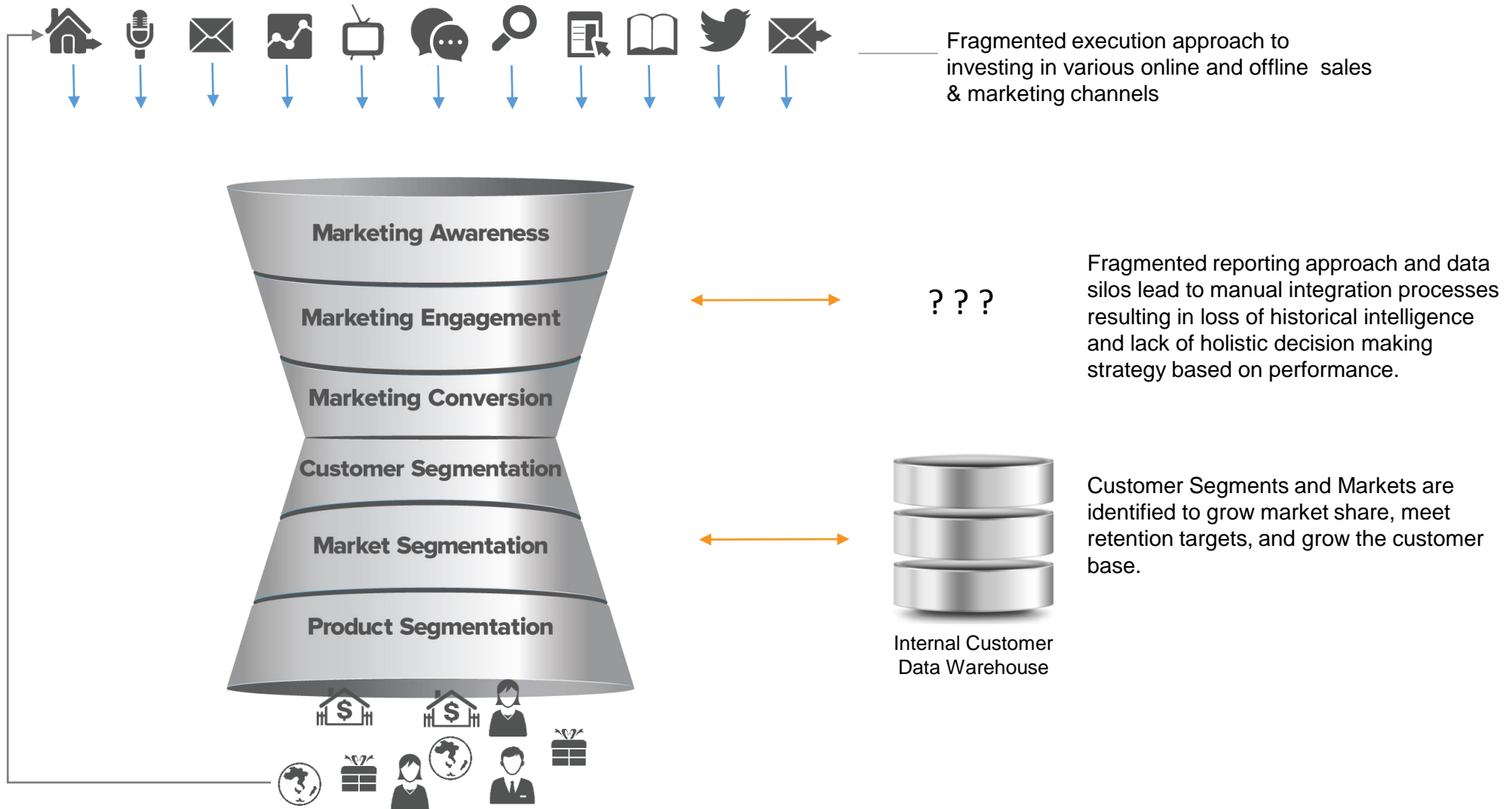
# Big Data Connects The Journey



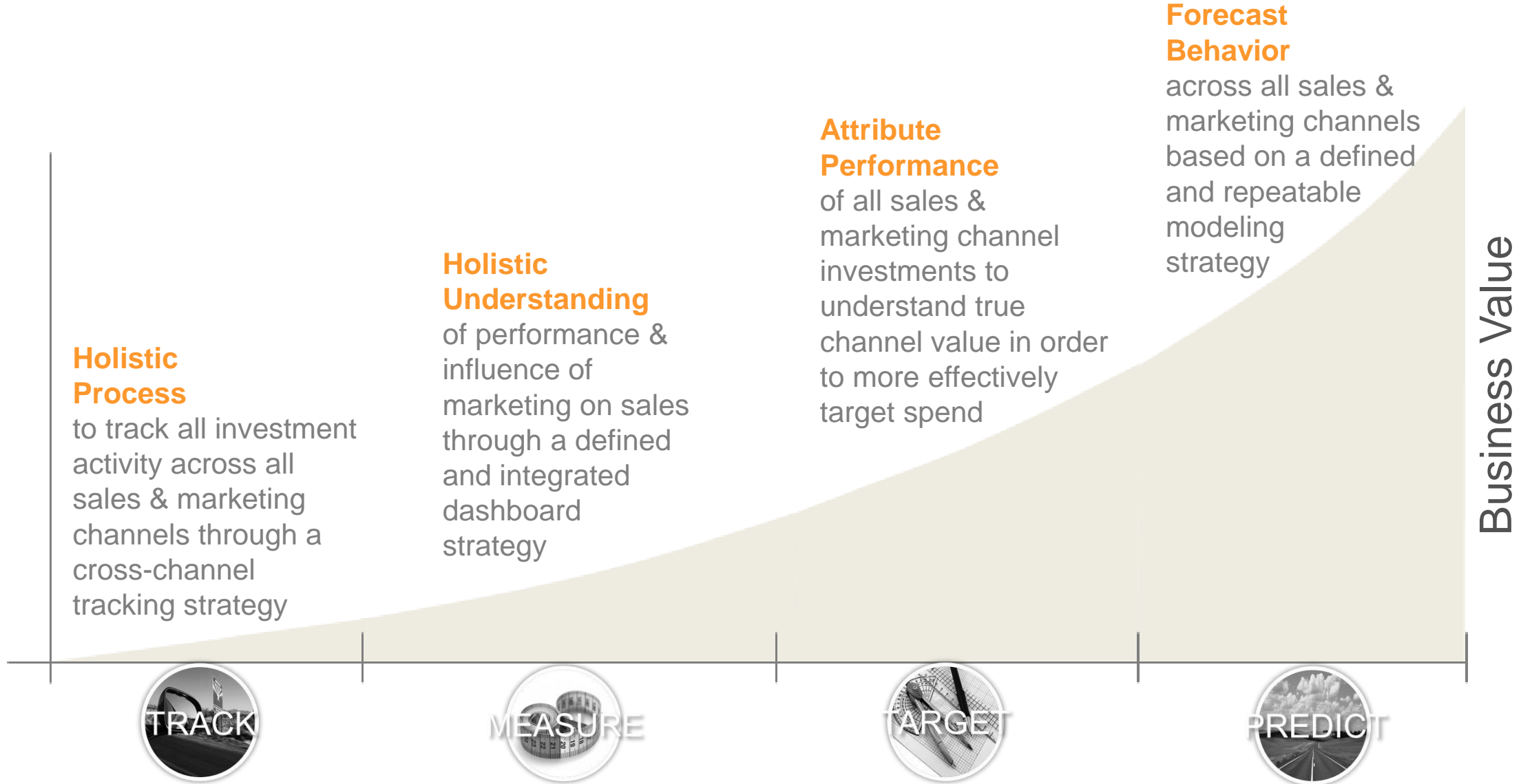


# implementing a big data strategy for sales & marketing

# why sales & marketing fails in using big data



# big data analytics framework

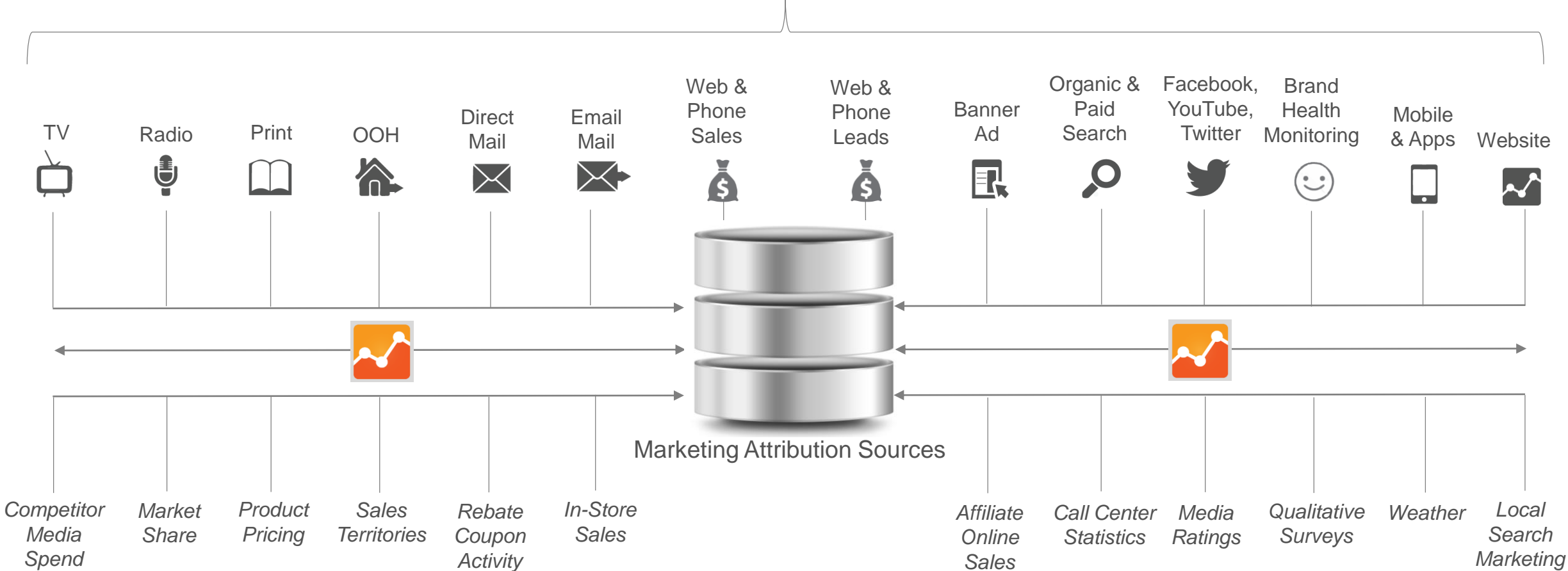




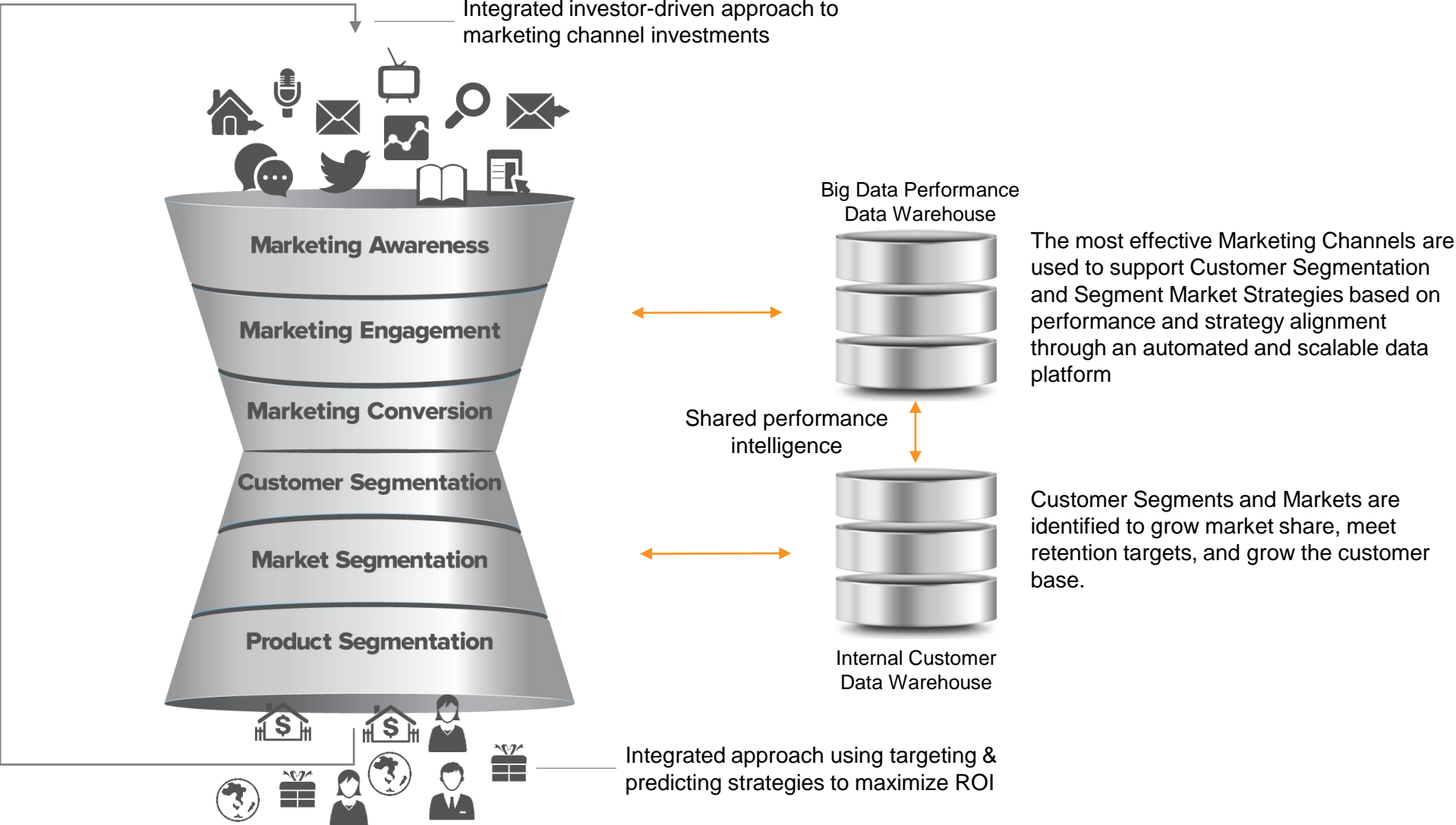
# centralized big data performance warehouse



## Sales & Marketing Channel Data Sources



# big data performance analytics strategy





# holistic performance dashboards

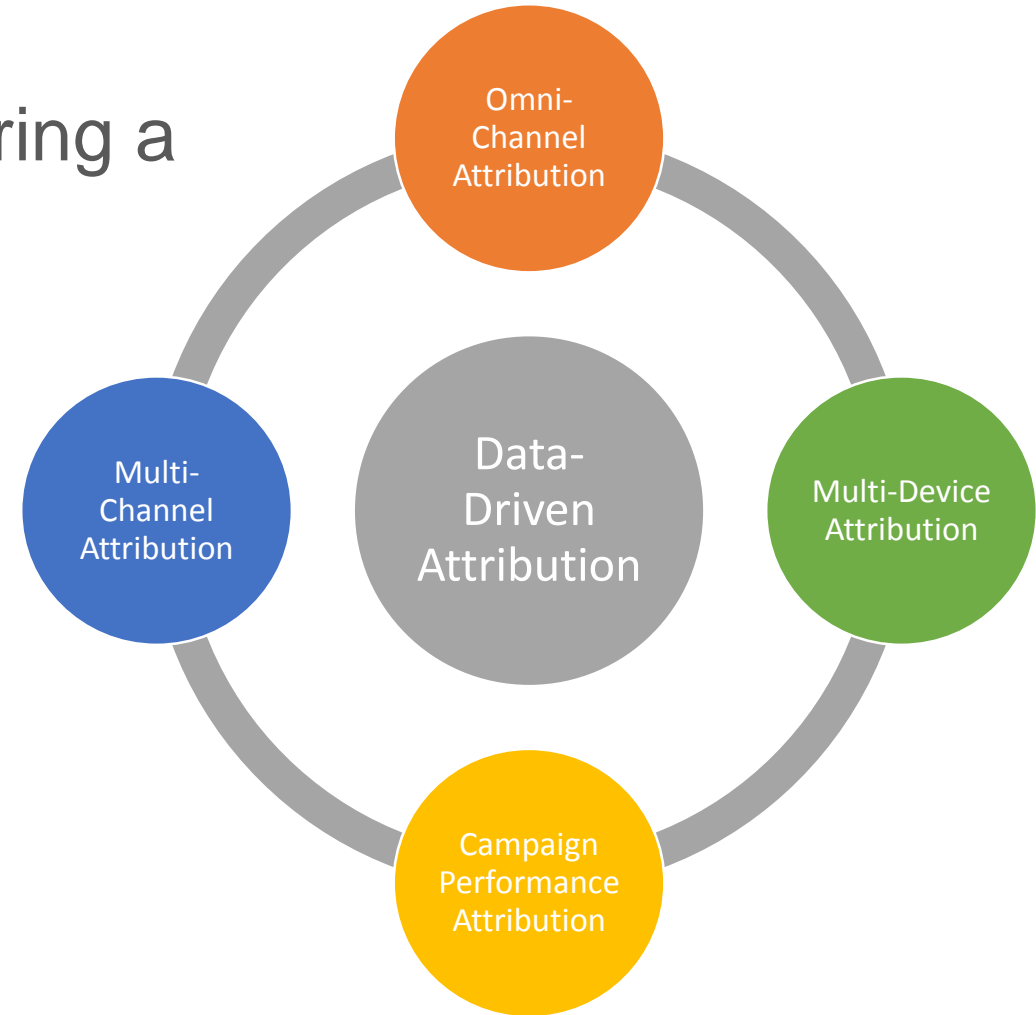
- In order for data to become an asset to organization, it must tell a story
- Dashboard design is critical to delivering the right information to the right stakeholder
- Holistic performance dashboards must tell the entire marketing performance story and facilitate deeper, more insightful questions powered by the performance data warehouse



# attribution modeling to drive results



- Four different methodologies to delivering a data-driven attribution strategy:
  - Omni-Channel Attribution
  - Multi-Device Attribution
  - Multi-Channel Attribution
  - Campaign Performance Attribution



# big data analytics value

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## What is the benefit of a big data strategy?

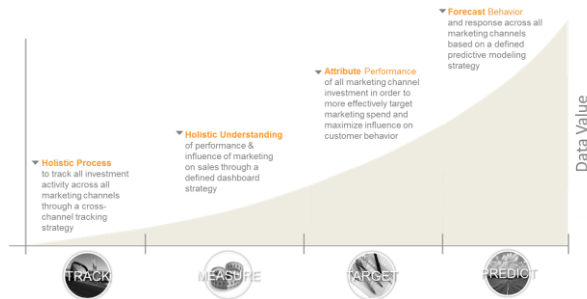
- Understand how your customers behave and why
- Gain insight on every dollar invested in sales & marketing
- Deliver more effective and integrated strategies

## Connect all marketing channel data sources for actionable insights:

- See customer demand performance across regions, products and campaigns
- Compare conversion rates between different stages of the marketing funnel and customer journey
- View performance by leads, opportunities, ROI and overall revenue

# keys to success

In order to understand your customers decision journey, you must bring all of these elements together in order to take advantage of the incredible intelligence opportunity that big data gives all of us

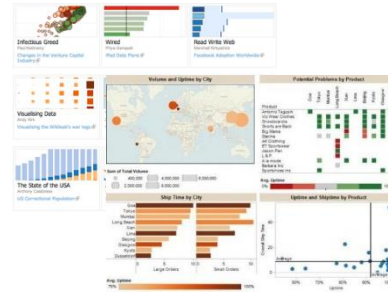


PROCESS

+



PLATFORM



+



PEOPLE

# Q & A

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