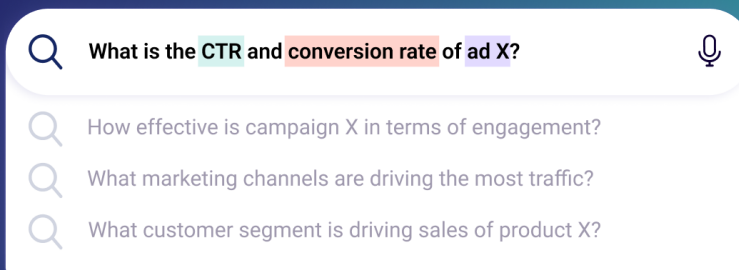


Marketing Analytics



Optimize marketing strategies to enhance business performance with more informed data-driven decisions



Marketing Analytics Challenges Today

Marketing is inundated with data. Analyzing this data effectively is a challenge for marketers across every industry. Interpreting data with legacy business intelligence platforms requires specialized skills in data visualization and analysis. With an abundance of data available, it can be difficult to determine which metrics are the most relevant to measuring marketing success. In addition, real-time insights are absolutely critical, however processing and analyzing data in real-time can be technically demanding and resource intensive. Finally, incorporating a new analytics platform can be a heavy burden if the new technology does not fit into the existing marketing workflows.

Leveraging analytics in marketing is a difficult proposition, but AI-powered analytics can help.

AI-powered Analytics for Marketing Analytics:

Tellius helps marketing organizations take data-driven action faster, helping to guide strategic decisions, optimize campaigns, and improve marketing performance. The Tellius AI-powered analytics platform is designed from the ground up to be an intuitive experience allowing marketers to run ad hoc data exploration and analysis on the fly. From understanding which channel is more effective to making more informed decisions for customer segments, Tellius helps to inform decisions across marketing. By connecting to live data, marketers can proactively understand what's driving customer engagement and make strategic changes in real-time.

The Tellius AI-powered analytics platform allows marketers to get more value out of their analytics strategy. The platform includes:

Natural language search and automated insights so marketers can leverage their existing skills to improve experiences for prospects/customers and marketing results for the business.

Intuitive drag-and-drop dashboarding via Vizpads that provide clarity into digital marketing KPIs like CTR, CPC, conversion rate and more.

AutoML capabilities that provide access to predictive analytics with point-and-click pre-built models including regression to quantify the impact of advertising campaigns, customer segmentation to group customers by their preferences, and classification to identify customers' likelihood of churn.

Why Tellius for Marketing Analytics



Automatically analyze billions of data points to better inform digital marketing campaigns.



Ask and answer marketing questions to optimize campaigns.



Unify data across all channels, perform last-mile data prep as necessary, and dive into analysis faster in one place.



Predict CLTV with AutoML and accessible ML modeling capabilities.

MARKETING ANALYTICS USE CASES

Digital Marketing Analytics

Finding the difference between the signal and the noise in digital marketing analytics can be extremely difficult. AI-powered analytics helps to alleviate this burden. Tellius allows marketers to search for KPIs like conversion rates, CTR, CPC, and more using a “Google-like” interface with natural language search. Visualizations are generated automatically and include highlighted data points of interest. With one click, marketers can dive deeper into the data with trend, key driver, and comparison analyses.

Improved Customer Segmentation

Relevance is key to success in marketing today. Optimizing content delivered to your audience will provide higher ROI for the business. Tellius helps with customer segmentation by providing out-of-the-box solutions to customer segmentation modeling. Simple AutoML capabilities enable marketers to select the right variables and create detailed segment profiles based on characteristics, behaviors, preferences, and needs without the help of the organization’s data team.

Better Personalization and Recommendations

While customer segmentation is the first step in creating more personalized marketing, there are a number of hurdles to overcome. Tellius can help with the difficult process of pulling together disparate data sources with simple data preparation tools to create a holistic view of customer data including data from different source systems. Marketing teams can leverage the AutoML recommender model to provide recommendations based on previous purchases or ratings.

Understand the Full Customer Lifecycle

Predicting the value a customer will bring to a business is invaluable for any marketing organization. Tellius helps with CLTV analysis with historical and predictive analytics. The platform helps with developing customer segments and analyzing purchasing patterns among these segments. By providing these tools to domain experts, marketers can better design loyalty programs, inform product development, and improve campaign ROI.

Intuitive Marketing Mix Modeling

Understanding the “4Ps” of marketing is critical to improving ROI and optimizing marketing campaigns. Tellius helps with marketing mix modeling by uncovering patterns and key drivers in your organization’s marketing campaigns. These patterns and drivers can help marketing teams better understand the relationship between marketing activities and sales. Drill down allows you to dive deeper into your data and isolate variables that might influence sales.

Success Story

A Fortune 500 beverage company’s marketing team leveraged traditional business intelligence dashboards to better inform their marketing efforts, but had difficulty understanding root causes in the data.

Using Tellius, the firm is achieving audience-based marketing allocation by combining 100s of gigabytes of sales data with store traffic and demographic data. Automated insight generation has empowered the marketing team to run deeper analysis previously not possible. Trend driver insights have identified, in minutes, the key demographic groups that drive brand performance.

10%
increase
in **conversion rates**

500 hours
saved in **automating**
manual processes

5%
increase
in **overall sales**