

## CAMPAIGN PERFORMANCE

## CAMPAIGN KPI'S

CURRENT SALES  
**364**  
(40% OF 1,209 GOAL)

TOTAL IMPRESSIONS  
**29,287**

AVG TIME BETWEEN PURCHASES  
**3 HOURS**

## SALES EVOLUTION

◀ 2017



## SALES FUNNEL

# Customer Behavioural Segmentation

Big data analytics solutions for banking

- ✓ Create micro-segments that reflect behavioural and attitudinal data based on existing transactions and expense patterns analysis.
- ✓ Analyse customer habits and hobbies through social networks to identify new consumer patterns and gain greater understanding of how customers behave.
- ✓ Define effective and highly personalised marketing campaigns for leading customer segments, thereby drastically improving customer engagement.
- ✓ Define and develop new products and services through better customer knowledge and understanding.

# What we offer

- Powerful customer (micro) segmentation based on individual behaviour
- Mixture of off-the-shelf functionality and customisable add-ons
- Proven track record and vertical expertise and knowledge
- Implementation of solutions oriented to monetise data

## Key features

- Entire database, no sampling required
- Analyse all kinds of data
- Advanced visualisations with immediate customer insights
- Results can be shared and integrated with other tools, such as CRM

## Key benefits



### Highly personalised marketing campaigns

Customer engagement can be expensive, so it pays to focus on the most valuable customer segments while offering only the most relevant and personalised information – attuned to their own behaviours.



### Effectively filter only relevant information

With our solution, communications with your customers will become more streamlined and efficient, accurately filtering only those products or services that are attractive.



### New products and services development

Thanks to improved customer knowledge, new business models can be identified that can increase data monetisation.



### Cross- and up-selling

When a customer acquires a product/service, offer them special offers regarding other relevant products, leading to satisfied customers and higher sales.



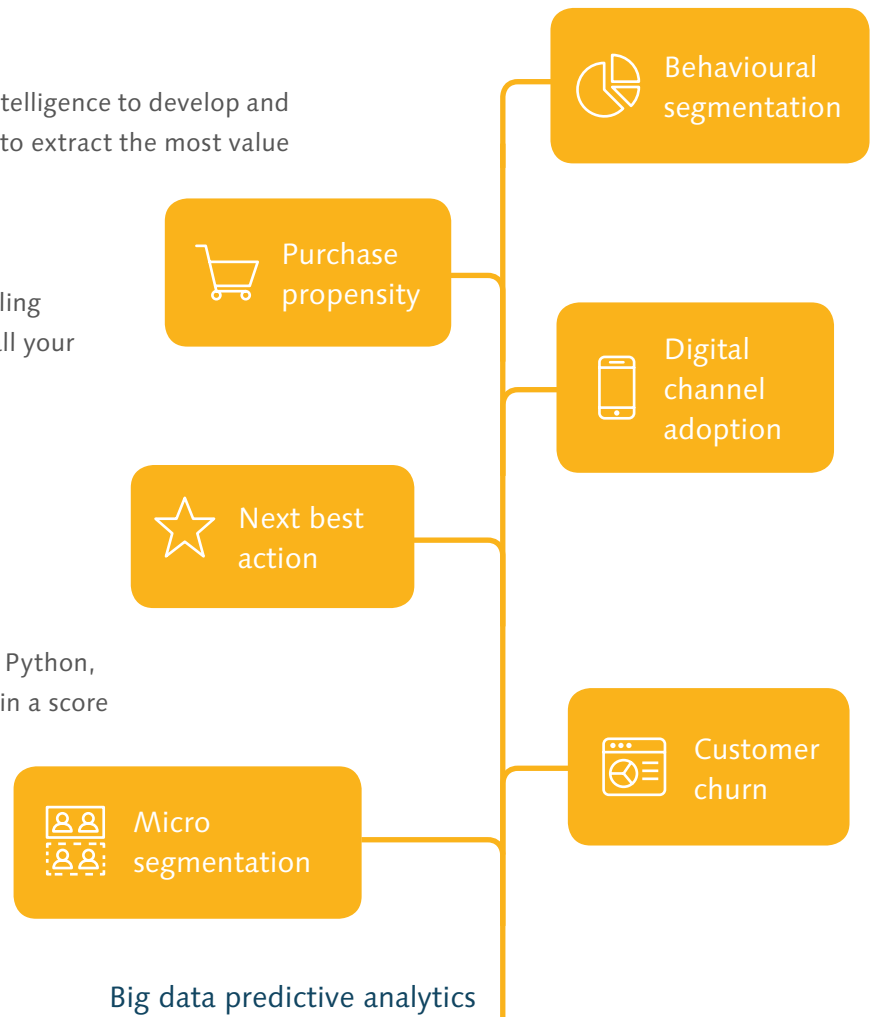
### Increase customer satisfaction

Provide a more personal experience by demonstrating the tailored content and services at your customers' disposal.

# Technology

Our analytics solutions use the latest artificial intelligence to develop and deliver simple but powerful tools to enable you to extract the most value from your corporate data, including:

- Machine learning for proper predictive modelling
- Apache Kafka for gathering and aggregating all your data sources
- The Hadoop ecosystem for batch processing of behavioural and transactional big data
- The ELK stack for indexing and searching semi-structured data
- Apache Spark for interactive queries via your big data lake
- Programming and statistical languages like R, Python, Scala to analyse and model the data and obtain a score
- Interactive visualisation dashboards using D3.js, Kibana, etc.



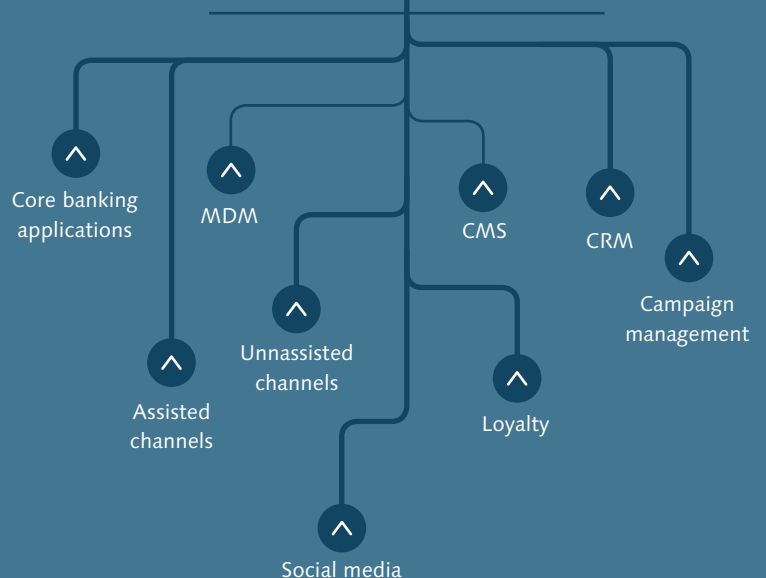
## Analytics on premise

We can build a bespoke big data lake tailored to each solution, or use an existing one.

You will have a fully customised model that will perfectly fit your company's needs.

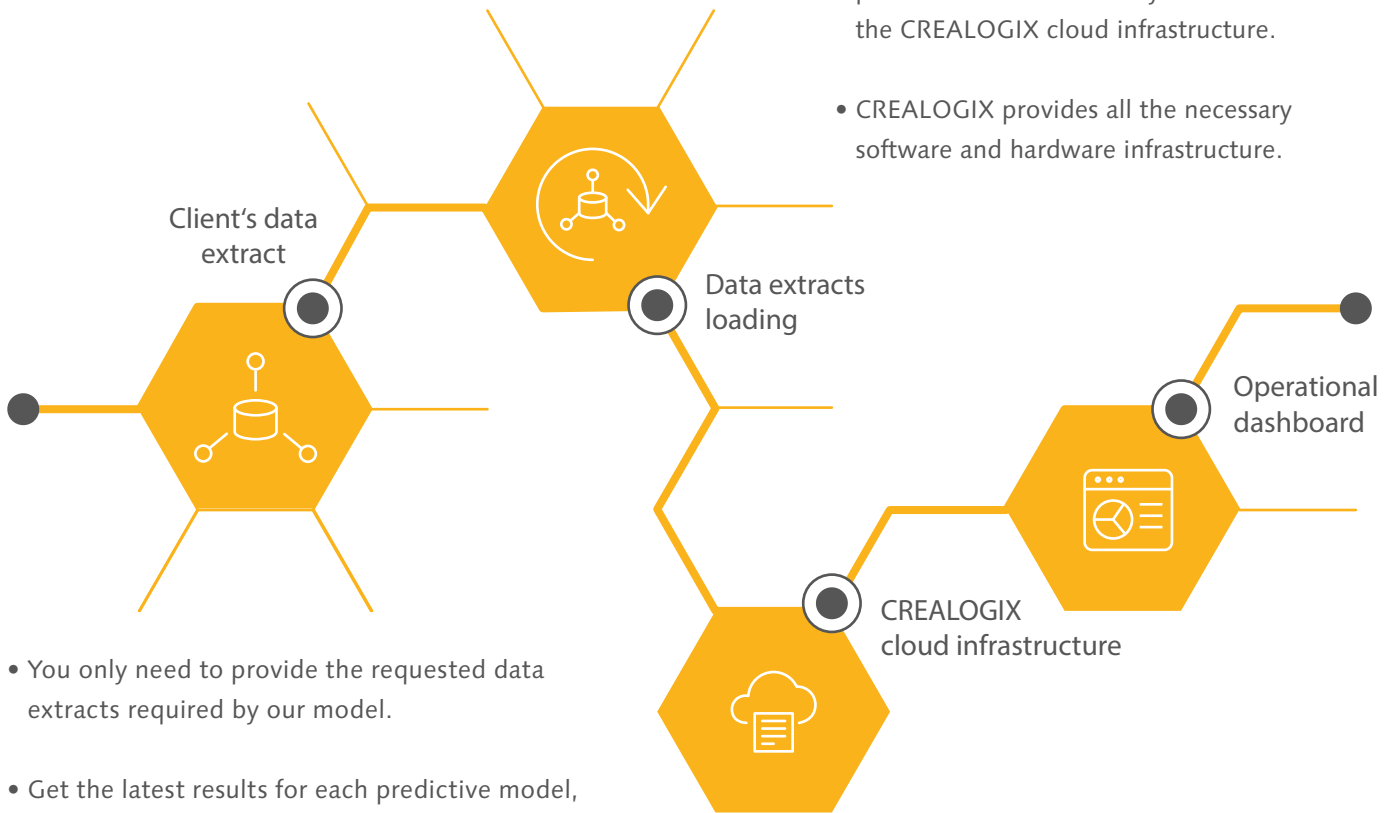
Feed the model with new data sources.

View the results on your own customised analytical dashboard.



*Solutions designed to fit different operational models and systems infrastructure*

# Analytics as a service (AaaS)



- You only need to provide the requested data extracts required by our model.
- Get the latest results for each predictive model, and update them periodically.

- You don't need to deploy anything; the predictive model is already embedded in the CREALOGIX cloud infrastructure.
- CREALOGIX provides all the necessary software and hardware infrastructure.

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