

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.



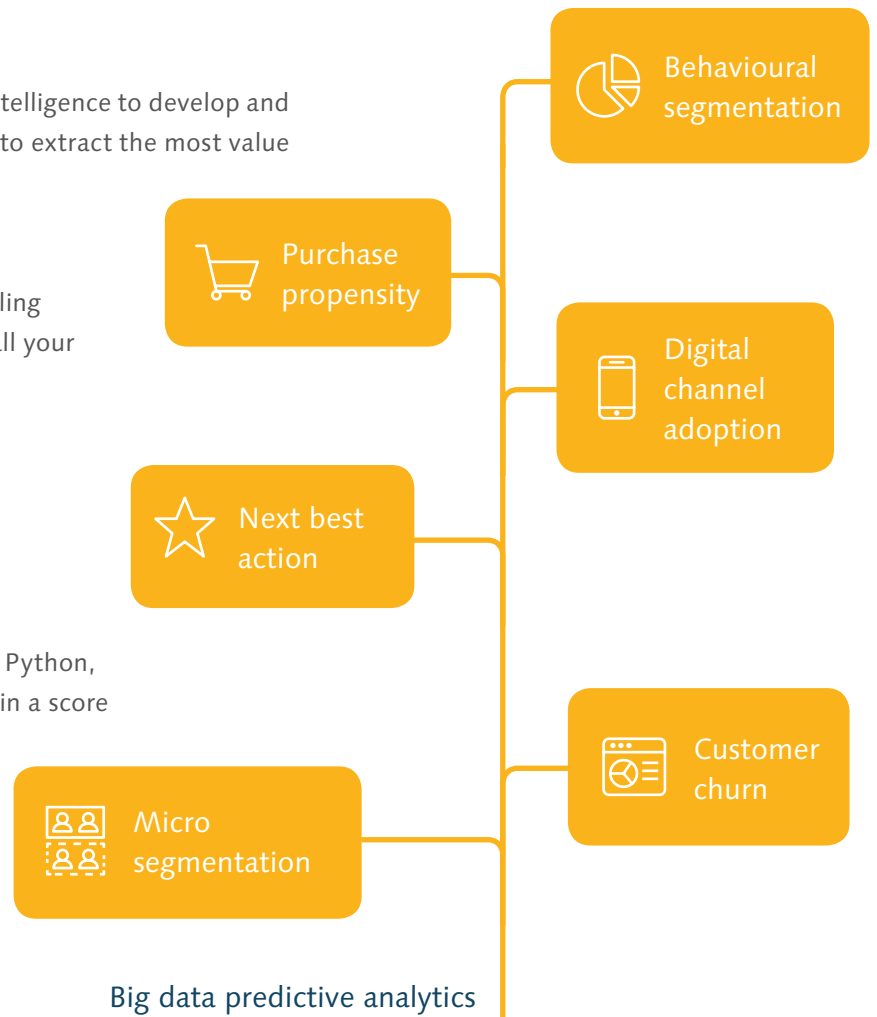
Increase customer satisfaction

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.



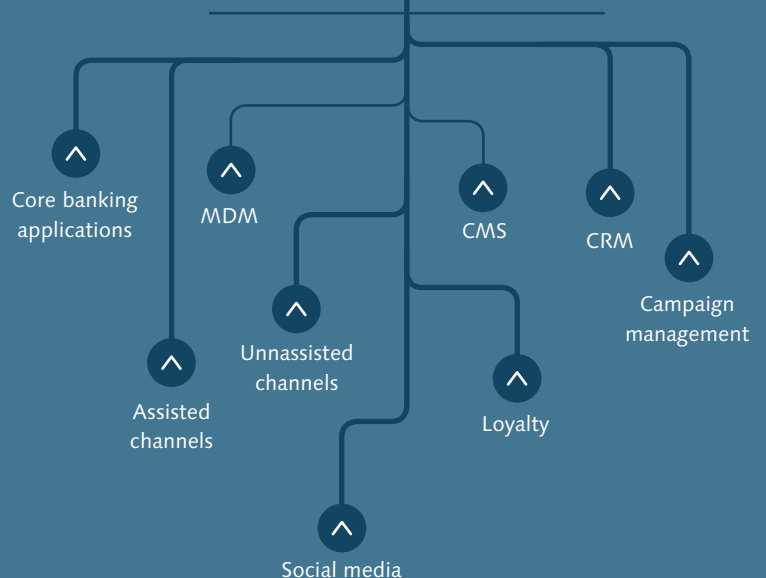
Analytics on premise

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.

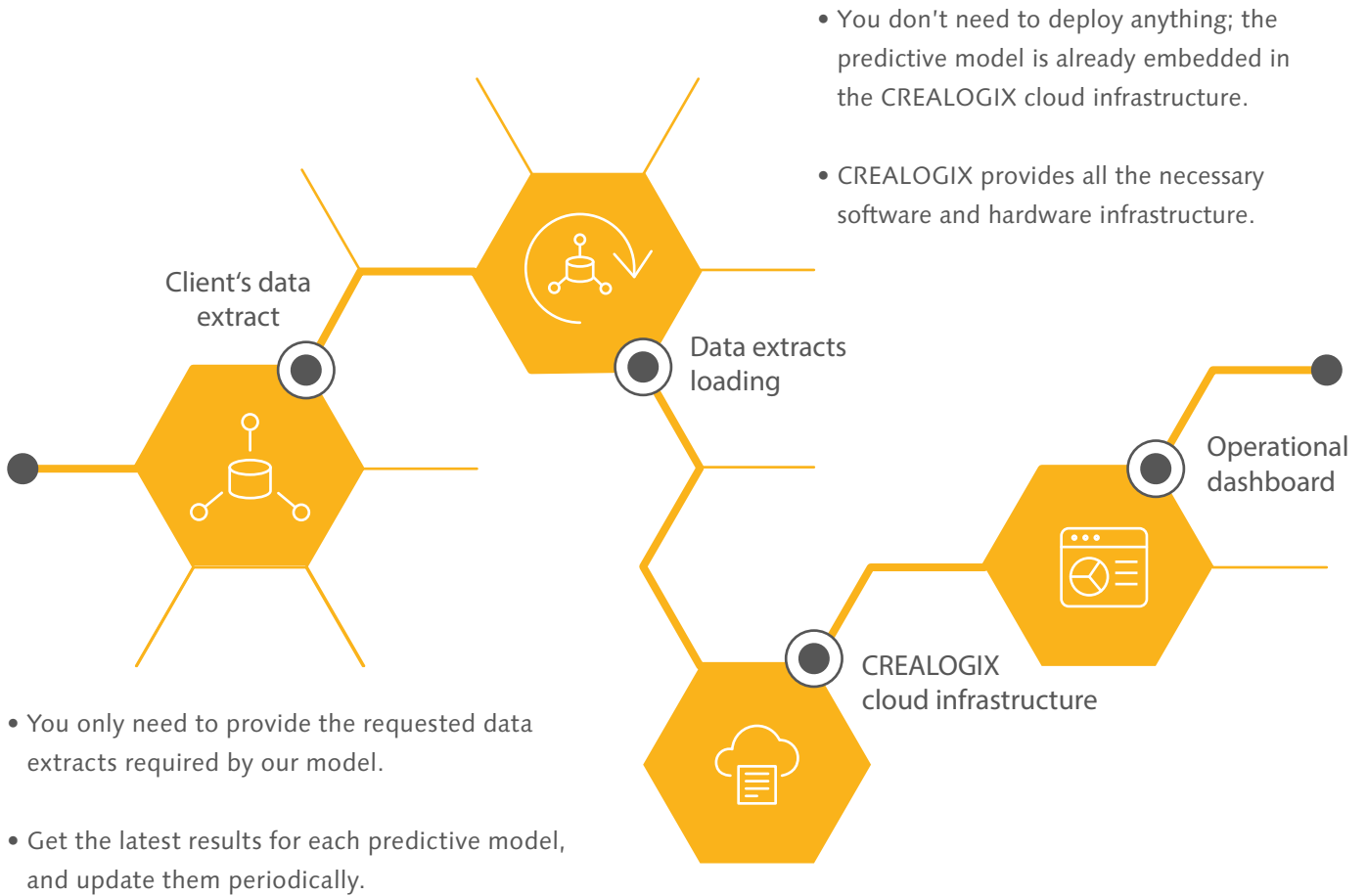
Feed the model with new data sources.

View the results on your own customised analytical dashboard.



Solutions designed to fit different operational models and systems infrastructure

Analytics as a service (AaaS)



crealogix.com 

contact-middle-east@crealogix.com | +34 93 6671855

Switzerland | Germany | Austria | United Kingdom | Spain | Middle-East | Singapore

This datasheet is for informational purposes only. CREALOGIX makes no warranties, express or implied, in this summary. Companies, names, and/or data used in screens and sample output are fictitious, unless otherwise noted.