Actionable Marketing Intelligence

ILLUMINATION WORKS

Marketing Analytics

Insightful, actionable marketing intelligence is key to timely identification of new business innovations for growth and increased profits, preserving existing customers, and attracting new customers

In today's world of vast data availability, businesses have the opportunity to take a deeper look into what is driving market trends and customer purchases through advanced analytics.

Customer data sources are expanding exponentially across diverse channels, complicating the creation of a true, integrated view of customer data with the appropriate focus and noise reduction to develop successful marketing campaigns and sales strategies. ILW specializes in developing cutting-edge big data frameworks and analytics platforms to create a single view of data, ranging from transactional to web analytics, social media, and click stream.

Let ILW help your business create a strategy to integrate, manage, and analyze marketing, web, and customer data to support the full range of marketing analytics and develop the advanced analytics that enable targeted sales campaigns for increased growth and profits

Success Story: Big Data & Marketing Analytics

ILW helped a Fortune 25 grocery retailer create actionable marketing analytics through the establishment of big data capabilities including architecture, infrastructure, and advanced analytics and text mining.

Challenge: The grocery retailer needed to consume a substantial amount of data from their customer's electronic footprint to answer questions about customers that could not be addressed by the current data platform.

Types of Data: Customer clicks, web and mobile page visits, online customer feedback data, online shopping, email campaign responses, purchase behavior, and social media.

Solution: ILW configured the big data architecture and analytic software to ease comparison across various sources and data types—all within the same infrastructure.

- Successful, scalable big data implementation at a fraction of the cost of traditional warehouse processes
- Effective and efficient analysis capability to reduce uncertainty, improve power, and enhance insights
- Real-time maintenance, facilities, supply chain, and customer-focused text analytics with Hadoop
- High-quality data to text mining tools used to derive quality information from text for data analysis
- Guidance and data context to assist analysts

Results & Benefits

- Optimized performance on analytic data
- Improved understanding of customer micro-segmentation
- Reduced analyst processing time through business logic
- Improved data quality through automated data profiling
- Gathered metadata that eases the understanding of what sources/fields are best suited for particular analytics
- Established data ingestion process within security and regulatory industry constraints

Getting answers to tough questions

Marketing analytics provide the processes and technologies that enable marketers to answer questions like these:

- When a user is exposed to ads through multiple channels, which ads attribute most to that customers final purchase?

- How does weather impact consumer behaviors? What other factors drive high impact?

- Is this an abnormal transaction? Should it be looked into for fraud, customer identification, or efficiency?

- Is there any relationship between a customer interaction with an advertisement and their purchase?

- Which marketing channels was the consumer exposed to that influenced their eventual purchase decision?

- What is the customer trying to tell us? What is their desired outcome?

- What are the main topics people are talking about and what are they saying about them?

- Has anyone else made a comment similar to this one?

- Is this person's comment positive, negative, or neutral?

Let ILW help

We specialize in turning the data into actionable information through advanced analytics and data science to make predictions and be prescriptive. Give us a call to talk about marketing analytics and how we can help your business improve customer experiences, streamline operations, and deliver more value for your customer.

- Text Analytics
- Descriptive Modeling
- Predictive Analytics
- Advanced Visualization
- Data Science
- Advanced Analytics

About ILW

ILW is a solution enablement company with deep expertise and experience in designing and building powerful data infrastructures and applications. We have proven results with data innovation projects, solving challenges, creating value, and providing our customers with increased visibility and enlightenment. We are a trusted federal and commercial solutions provider, partnering with customers to help them solve their unique technology and data challenges. www.illuminationworksllc.com

Contact Us Today!

sales@ilwllc.com

recruiting@ilwllc.com

Technology Partners

ILW is proud to be in partnership with leaders at the forefront of today's technologies

thingworx MAPR

cloudera

informatica SAP Hortonworks

TERADATA

Columbus
5550 Blazer Pkwy Ste 150
Dublin, OH 43017
(614) 734-8378

Cincinnati
5939 Deerfield Blvd Ste 200
Mason, OH 45040
(513) 276-4077

Dayton
2689 Commons Blvd Ste 120
Beavercreek, OH 45431
(937) 938-1321

ILLUMINATION
W O R K S
10 Years
2006-2016