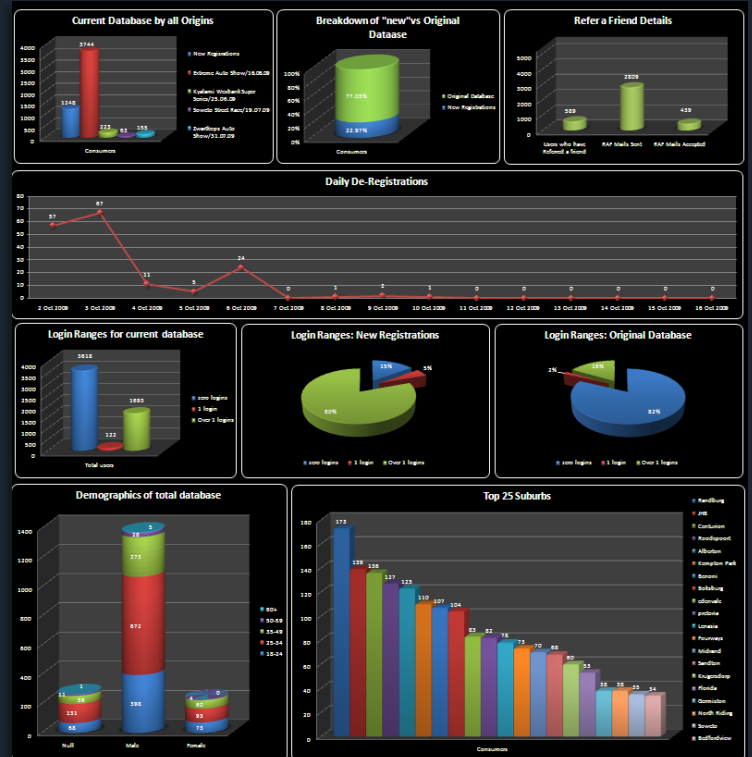


Marketing Analytics, Dashboarding and Reporting

How well do you know your consumers?

Like many businesses, you have tons of data but lack the time, methods or expertise to interpret it into meaningful information. Do you know when a particular consumer is more likely to buy? Do you know what offers are more likely to appeal to specific consumers? Global Vision's data mining experts can help you turn your coal mine of data into a diamond mine of information.

We'll analyse data collected from previous campaigns, previous consumer interactions with your brand and products across all touch-points (including Point of Sale) and overall consumer profiles to perform valuable predictive analysis to help you develop the most effective marketing campaigns targeting specific consumer segments. Making your marketing efforts more targeted, better informed and more cost-effective.



Measure brand / programme involvement: track member / consumer interactions with your brand across multiple channels, track member / consumer interactions across a programme, and determine their degree of brand or programme involvement accordingly.

Reporting: standard, customised, or ad-hoc reports are delivered via e-mail. Use the Ad-Hoc Query tool to build customised reports.

Data Warehouse: build and store information rich member / consumer profiles and history in a customised Data Warehouse for use in advanced member and marketing analysis

Online Analytical Processing (OLAP): identify trends and opportunities and reveal problem areas in your market through quick, ad-hoc queries using customised OLAP cubes of data groups.

Brand Involvement Analysis: determine degree of Brand or programme involvement and segment the members / consumers accordingly.



GLOBAL VISION

Working Together.