

STRATEGIC ANALYTIC

SOLUTIONS



MARKETING ANALYTICS
SMALL BUSINESS SERVICES



HIT YOUR
MARKETING
TARGETS WITH
ANALYTICS



*Today's rapidly changing economic environment creates both: risks and opportunities. Under these fluid market conditions, having access to the **right information**, on the **right customer** at the **right time** is critical for the long term survival of any business*

**IMPROVE RESPONSE RATES TO MARKETING PROGRAMS
WITH PREDICTIVE MODELS**

Marketing Analytics capture hidden opportunities in the data, introduce objectivity into the decision making process and improve the overall effectiveness of marketing programs.

- ✓ CUSTOMER PROFILING
- ✓ CUSTOMER SEGMENTATION
- ✓ BEHAVIORAL SEGMENTATION
- ✓ PREDICTIVE MODELS
- ✓ RESPONSE MODELING
- ✓ DATABASE MARKETING
- ✓ WEB MARKETING
- ✓ CUSTOMER PROFITABILITY

CAPTURE THE GEMS HIDDEN IN YOUR DATA

To learn more about our Marketing Analytic Solutions , please contact us at :
(770) 205 – 6465

www.strategicanalyticsolutions.com

