

# Removing the Barriers to Consumer Analytics

Consumer analytics have long been monetized by large businesses with deep pockets. Now with Analyze Clientell, they're available for all businesses.

It's the era of data-driven marketing, and timing is of the essence.

The right data wins, and we can help.

Answer key questions with speed & confidence.

## We move the speed of your business.

What if you didn't have to spend \$250,000 for consumer analytics study and wait 2 months for your results? This traditional approach is slow and expensive, which is prohibitive for most businesses. And it's a roll of the dice because the insight is limited: a snapshot in time that may or may not hold up to your interpretation. When your market shifts, or your business strategy evolves, all bets are off.

## Discover insight to grow revenues.

Analyze combines the power of rich consumer information with big data technologies to help companies large and small discover hidden insights that can make a big difference. It's insight that can help you quickly identify new customers or strengthen relationships with existing customers. And it's insight that will help you outpace the competition.

## Price, resources, & expertise are no longer obstacles.

Analyze Clientell™ is an automated, self-service analytics solution built on top of a rich database of 22-million consumers and over 300+ attributes. You will get marketing insight to make data-driven decisions with confidence, including a highly curated prospect list that answers three key questions about your targets: will they buy, can they buy, and for how long? And you get it all in near real-time, minutes instead of months.

## How It Works



### Easily Upload Data

Simply drag and drop a spreadsheet with customer data into Analyze Clientell. It automatically validates, standardizes, and enriches customer data before beginning advanced analyses.



### Drill Into Detailed Insight

In under two minutes Analyze Clientell provides a rich set of marketing insight, including unique characteristics about your customers. You can compare your customers to specific data sets, for example consumers across the United States or in a specific state.

A screenshot of the Analyze Clientell web application showing a data table. The table has multiple columns, including "Company", "Product", "Sales", "Growth Rate", "Marketing", "Customer", "Retention", "Churn Rate", "LTV", and "ROI". The rows contain data for various companies and products, with some cells highlighted in blue.

### Score and Segment Customers

Analyze Clientell scores your best customers, easily showing you a customer's propensity to buy, their capacity to purchase, and their potential value over time.

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## The impact it makes.

Since launching Analyze Clientell less than two years ago, we've had the opportunity to work with customers across a number of highly competitive, fast-moving markets. We've helped our customers increase revenues, open new market opportunities, and most importantly better compete with larger competitors. They tell our story best:

- » **After having flat revenue for several years, a direct marketer for auto dealerships experienced 317% revenue growth based on customer insights from Clientell.**
- » **A women's clothing retailer added a jewelry line when it discovered that, among the top 10 attributes of its customer base, was an increased propensity to buy jewelry.**
- » **A regional magazine publisher used insight presented by Clientell to help their publications increase advertising revenue and do more targeted marketing to expand subscribership.**
- » **An online community for crowd-sourcing reviews saw a 20-40% increase in their re-marketing efforts after using Analyze Clientell to profile their customers and compare them to their re-marketing audience.**

## We're with you every step.

It's not enough to simply choose a vendor. You need to choose a partner with rich expertise in data science. Our customers work with our data scientists to do side-by-side analysis on specialized data sets, augment Analyze Clientell's robust data with data augmentations, and leverage our skills in geo spatial problem solving—skills that were tapped by Google to help develop a new tool aimed at reining in illegal fishing.

### About Analyze Corporation

Founded in 2013, the company is headquartered in Fairfax, VA with a development center in Boston MA. Learn more at [www.analyzecorp.com](http://www.analyzecorp.com)

