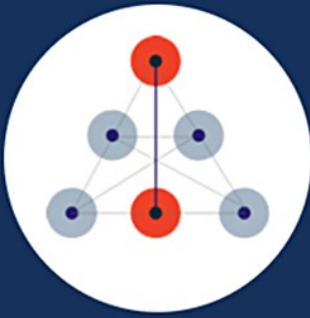


How Does Analyze360® Work?



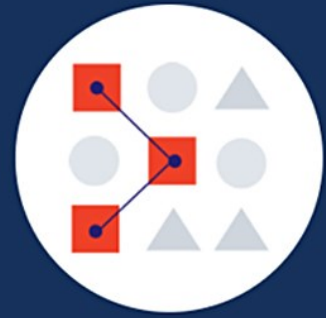
Upload Data

Simply drag and drop a spreadsheet with your customer data into the Analyze360 segmentation tool. It automatically validates, standardizes, and enriches customer data before beginning advanced data analyses.



Generate Report

In just minutes Analyze360 provides a rich set of marketing insights, 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.



Compare & Segment

Analyze360 scores and segments your audience so you can launch your product, reconnect with your audience, find prospects or reveal gaps in your data. Empowering you to make better decisions, build client relationships, and improve ROI.

Precision Marketing with Analyze360®: Elevate Your Campaigns with Unmatched Targeting and ROI

In today's competitive marketing landscape, precision and actionable insights are key to success. Analyze360® doesn't just give you broad audience data—it offers unparalleled access to detailed, real-world insights, allowing you to target your prospects with pinpoint accuracy and achieve superior campaign results. Let's explore how Analyze360® gives you an edge over other platforms by delivering enterprise-level insights in real-time and at a fraction of the cost.

1. Precision Targeting: Track, Measure, and Improve Campaigns with Unmatched Accuracy

Analyze360® doesn't stop at giving you generic audience matches like Facebook's look-alike tool. Instead, it provides first name, last name, and address details for every prospect, allowing you to target real people with the highest precision possible.

Why It Matters: With Facebook look-alikes, you're left guessing who your audience really is. Analyze360® puts you in control, so you know exactly who you're targeting and can optimize your campaigns down to the individual level. This detailed, person-specific insight means better tracking, measurement, and overall campaign performance.

2. Enterprise-Level Insights Without the Fortune 500 Price Tag

Analyze360® gives you access to the same segmentation reports used by giants like Coca-Cola and Best Buy, but in real-time and at a fraction of the cost. What typically takes weeks and costs tens of thousands of dollars, we do in near real-time for much less.

Why It Matters: Imagine having the same data analytics power as major brands, but at a price that works for your business. Analyze360® gives you access to enterprise-level insights, making advanced data-driven marketing strategies affordable and efficient.

3. Discover Non-Obvious Predictors That Boost Conversions

Analyze360® doesn't just deliver the standard demographic insights; it uncovers non-obvious predictors that can dramatically boost your conversions. One client, for example, discovered that active investors were the most predictive variable for their women's clothing business, leading to a 400% increase in conversions.

Why It Matters: The true power of Analyze360® lies in discovering what you don't already know. It's not always the obvious metrics like demographics that predict customer behavior. Our platform finds the hidden variables that make a difference, helping you build much more effective, data-driven campaigns.

4. Turn Cold Leads into Warm Prospects from Day One

Even if you're working with cold leads, Analyze360® gives you a significant advantage by ensuring those leads are already highly qualified based on deep consumer data. You're not just hoping for the best—you're targeting the right people from the start.

Why It Matters: Traditional cold outreach can feel like throwing darts in the dark. With Analyze360®, your cold leads already share critical characteristics with your best customers, increasing the chance of conversion right from the start. That's a game-changing shift from traditional cold prospecting methods.

5. Real-Time Lead Scoring: Prioritize Your Best Prospects Immediately

Analyze360® scores your leads in real-time, even before you launch a campaign, based on how closely they match your best customers. This allows you to focus your efforts on prospects with the highest likelihood of conversion, saving you time and resources.

Why It Matters: Lead scoring often involves guesswork or waiting for post-campaign analysis. With Analyze360®, you can instantly prioritize and go after the leads that are most likely to buy, maximizing the efficiency and effectiveness of every campaign you run. You'll never waste effort on the wrong audience again.

6. Uncover Cross-Selling and Upselling Opportunities with Your Current Clients

With Analyze360®, you're not just acquiring new customers—you're also uncovering cross-selling and upselling opportunities within your existing customer base. The platform identifies key variables that help you understand which current clients have the potential to become higher-value customers.

Why It Matters: Too many businesses focus solely on customer acquisition, missing out on the goldmine that is their existing client base. Analyze360® enables you to identify upsell and cross-sell opportunities, allowing you to create personalized strategies that increase lifetime value from your current customers.

7. Hands-On Support from Data Scientists to Maximize Your Results

Analyze360® isn't just a platform—it's backed by a team of data scientists who work directly with you to troubleshoot any challenges and help you get the most out of the platform.

Why It Matters: Using advanced data can feel overwhelming, but you won't be left on your own. Our data scientists are your partners in maximizing your results, ensuring that every campaign is optimized in real-time and that you fully capitalize on the power of Analyze360®.

8. Immediate Value with Low-Risk, High-Reward Potential

With Analyze360®, even converting just one or two customers can cover the cost of the platform for an entire year. It's a low-risk, high-reward investment with the potential to double or triple your conversion rates by focusing on the right people.

Why It Matters: Many businesses worry about ROI, but with Analyze360®, you don't need hundreds of conversions to see results. Just a few conversions can quickly pay for the platform, and everything beyond that is profit. It's a low-risk move with an enormous upside.

Why Analyze360® Is the Future of Precision Marketing

Analyze360® isn't just another data platform—it's the future of precision marketing. Whether you're turning cold leads into warm prospects, uncovering non-obvious predictors, or identifying cross-sell opportunities, Analyze360® gives you complete control over your marketing strategy. With powerful real-time insights and hands-on support, it's designed to drive superior ROI and help you take your marketing efforts to the next level. Ready to see the difference Analyze360® can make for your business?