

Business Intelligence & Predictive Analytics

Data is a powerful tool in marketing because it provides insights into customer behavior and preferences, which can be used to create more targeted and effective marketing campaigns.

Marketing is increasingly a data-driven game. Marketing consultants assist in translating marketing and customer insights to help our vendor partners identify new markets, uncovering missed opportunities, and clarify current initiatives.



ChannelCore™ is designed to:

- ✔ Identify potential buyers sooner by helping to identify accounts that are researching your business but aren't yet on your target account list.
- ✔ Increase conversion rates by leveraging the data to segment leads and personalize messaging based on what they are researching.
- ✔ Achieve faster deal cycles by leveraging the Intent Data in your lead and account scoring models to prioritize sales efforts.
- ✔ Gaining more renewals and up-sell opportunities by identifying customers who are seeking new solutions, or possibly researching your competitors.
- ✔ Driving better ROI by focusing time and money on the prospects that are ready to hear from you, which increases the effectiveness of your marketing and sales tactics.

Fragmented data is holding your marketing efforts back.



Unable to enrich customer profiles for targeting and deep segmentation



Unable to optimize timing and personalization of customer engagement



Unable to measure ROI across customer touch points and channels

ChannelCore™ POS Data & Marketing Analytics:



ChannelCore™ POS Data is comprised of 27+ Billion Data Points from over 76K unique Reseller Partners selling into over 1.1M different End Users spanning over 25 different industry verticals. Leveraging ChannelCore™ delivers tracking into 456K unique products and provides insights into over 295K Marketing Interactions to over 42.8M contacts of various titles. ChannelCore™ Marketing Analytics adds-in performance of your marketing activities. By applying technology and analytical processes to marketing-related data, we can help you understand what drives customer actions, refine your marketing campaigns and optimize the return on investment.

ChannelCore™ Intent Data:



ChannelCore™ Intent Data allows organizations to identify their in-market audiences by displaying early-stage buying signals to increase their go-to-market strategy's timeliness, relevancy, and impact. Intent Data allows you to navigate towards 'warmer' prospects and use your resources on the most convertible accounts to minimize campaign waste, build a qualified B2B pipeline faster, and prioritize accounts efficiently so sales and marketing can personalize their content marketing at scale.

ChannelCore™ Propensity to Buy (P2B):



ChannelCore™ Propensity modeling is a set of approaches to building predictive models to forecast target customers' behavior by analyzing their past behaviors. Propensity models help identify the likelihood of someone performing a specific action. These actions may range from accepting a personalized offer, clicking an ad, making a purchase, or clicking a campaign to signing up for a newsletter or churning. A propensity score is a probabilistic estimation of whether your customers will perform such actions. Equipped with these scores, you can also estimate the value each customer brings in real-time.

About

Whether you need account-based marketing assistance and recommendations or data and analytics, the DemandSolv Team is here to help! We are a group of strategic marketing professionals who are dedicated to our vendor and partner success. draw out an account-based marketing customer journey.

**Interested or
want to learn
more?**

demandsoolv@tdsynnex.com