BIG DATA: THE ANSWER IS IN THERE

WHAT IS BIG DATA?

Raw data, when analyzed properly, increases productivity and innovation and improves a company's competitive edge.

Big Data can result in a 10-30% improvement in marketing performance.
- MarketShare, quoted in The Harvard Business Review[1]

WHAT'S "IN THERE"?

SHOPPING HABITS

PRICE SENSITIVITY

CONSUMER BEHAVIOR

BRAND SENTIMENT

PRODUCT TRENDS

MESSAGING PREFERENCES

MASSIVE SHIFTS IN CONSUMER BEHAVIOR ARE CAUSING MARKET DISRUPTION.

To succeed in the age of the customer, businesses must identify and track customer behavior. Today, the data from a product could become more valuable than the product itself:

"Instead of capturing every last tweet and call center transcript, firms need to take an ROI-based test-and-learn approach to data sources."
– Forrester Research[2]

Companies are realizing that data analytics are now at the center of their organization, rather than the edge.
- Bruno Aziza of SiSense[3]

EXPONENTIALLY IMPROVE MARKETING BY APPLYING ADVANCED ANALYTICS TO BIG DATA:

- PERSONALIZED CUSTOMER EXPERIENCES
- MAXIMIZED MARKET SHARE & BRAND EQUITY
- RESPONSIVE PRODUCT DEVELOPMENT
- CROSS-CHANNEL INTERACTIONS
- IMPROVED R&D
- OPTIMIZED MARKETING SPEND
- INCREASED ROI
- ACCOUNTABILITY

2.8 zettabytes (ZB) of data will be created and replicated in 2013.
- IDC/EMC[4]

90%
of today's data was generated in the last 2 years

- CLIMATE INFORMATION
- SOCIAL MEDIA POSTS
- DIGITAL AUDIO, IMAGES & VIDEOS
- PURCHASE TRANSACTION RECORDS
- CELL PHONE GPS SIGNALS

– IBM[5]

MAKE BIG DATA WORK FOR YOU.

STRATEGY SIMULATIONS

Detailed simulations allow targeted big data analysis for more informed decision-making.

67%
In organizations that have deployed predictive analytics, 67% are satisfied with their use.
– Ventana Research[6]

52%
52% of organizations today use predictive analytics to increase profitability
– Ventana Research[6]

12%
...Yet few are benefitting so far: Only 12% currently implement a Big Data strategy.
– SAS/SourceMedia[7]

43%
43% use it to develop product recommendations and offers.
– Ventana Research[6]

BIG DATA'S VALUE TO ORGANIZATIONS:
#1 CUSTOMER SERVICE
#2 MARKETING
– Ventana Research[6]

WHAT CHALLENGES DO MARKETERS FACE WITH BIG DATA?

MARKETERS NEED TO MAKE SENSE OF A VAST AMOUNT OF INFORMATION, DISCARDING WHAT'S IRRELEVANT AND COMBINING THE REST IN UNIQUE AND VALUABLE WAYS.

MEDIANEEDLE®
What you need to move the needle.

connect with us: 🐦 in 📘 @MediaNeedle

Media Needle uses big data to generate bottom-line-focused insights that keep you ahead of your competition.

SOURCES:
1. hbr.org/2013/03/advertising-analytics-20/ar/1
2. www.cmswire.com/cms/customer-experience/forrester-report-navigating-the-shoals-of-evolving-customer-intelligence-020354.php
3. sloanreview.mit.edu/article/the-big-deal-about-a-big-data-culture-and-innovation/
4. www.marketingcharts.com/wp/topics/asia-pacific/just-0-5-of-the-worlds-massive-trove-of-online-data-is-being-analyzed-25463/
5. www-01.ibm.com/software/data/bigdata/
6. www.ventanaresearch.com/uploadedFiles/Content/Landing_Pages/Ventana%20Research%20Benchmark%20Research%20Big%20Data%20White%20Paper%202012.pdf
7. www.sas.com/news/preleases/survey_big_data_disconnect.html