datacadabra

LITE **INSIGHT** **AI TOOLBOX** **CAMPAIGNS** **PREDICT**

THE AI-BASED CUSTOMER KNOWLEDGE PLATFORM TO IMPROVE YOUR MARKETING STRATEGY AND INCREASE YOUR ROI

MGS solutions

WHY DATACADABRA?

Companies do not make sufficient use of their database capital due to a lack of human and financial resources.

1 datacadabra makes it easy to increase a company's knowledge of its customers.

Data science expertise is a scarce and expensive resource that needs to be managed.

**2** datacadabra is a virtual data scientist who costs 2x less than a data scientist.

Companies are aware of the need to increase the personalisation of their messages, but do not always have the tools to do so.

3 datacadabra enables you to understand the structure of a customer file and anticipate their needs, everything you need to personalise the messages sent to customers.
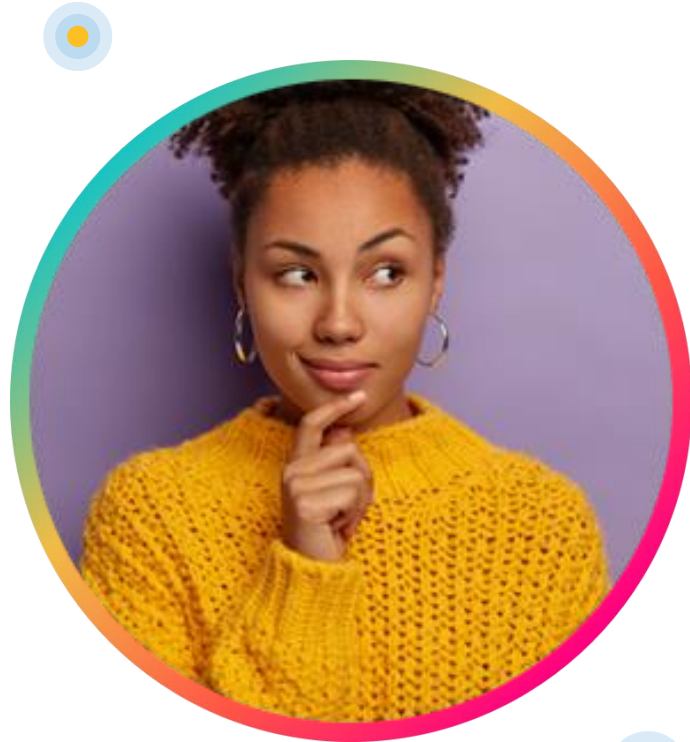
From small companies

BtoC or BtoB

Marketing, CRM and E-commerce experts

Differentiated, high-performance marketing

All business sectors

Customer databases from 10,000 to several million contacts.

Designed for marketing and CRM profiles

Time saving

Increased sales and customer commitment

datacadabra

LITE INSIGHT AI TOOLBOX CAMPAIGNS PREDICT

Quick to set up

Personalized support

Commented analyses

Secure environment and GDPR compliant

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I need...

Get to know my customers better.

Better define my marketing strategy.

Optimize campaign performance.

Visualize where my customers are in the territory.

Recruit more loyal customers.

Manage my business.

With datacadabra

Customer profile analysis.

Segmentation of your file and analysis of the passage matrix.

Set up product and channel scorings...

Create activity maps by integrating your points of interest.

Analyze the profile of different segments and set up look alike recruitment.

Implementation of various dashboards.

THE BENEFITS OF DATACADABRA

LOYALTY

Much more targeted animation for better brand image and customer engagement.

ADDITIONAL SALES

Discover additional sales pockets through analysis. Optimize upsell and cross sell.

OPPORTUNITY

Reactivity and discovery of new strategic areas for development. Adjust operational action plans.

HUMAN TIME

Save internal time on customer database analysis, reporting and KPI tracking.

PERSONALIZATION

Improved message personalization through better customer knowledge to boost profitability.

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