

Data Opportunity Assessment

Improving Your Marketing Relevancy & Results

Key Benefits

- Identifies & Prioritizes Key Opportunities
- Pinpoints Risks & Reduces Exposure
- Empowers Acquisition & Retention Initiatives
- Supports Customer Insights Development
- Informs Product Roadmaps
- Focused on Results

Are Your Data Driving Results?

Every business has untapped opportunities with their data assets. With the dramatic changes in channel demand, and online revenues surging, businesses can no longer waste opportunities to meet consumer needs whenever and wherever they happen.

Our Data Opportunity Assessment helps B2C and B2B businesses understand the data they already have, how it can be used, and how to reduce associated risks. This is the first step to creating advanced reporting, analytics, A.I., and cross-channel communications that helps businesses focus on increasing ROI, LTV, and customer engagement.

At Marketing IQ, we champion proven strategies and tactics while developing innovative approaches for our clients' unique needs. Let us help you get started down the path to becoming a data-driven business.

Assessment Elements

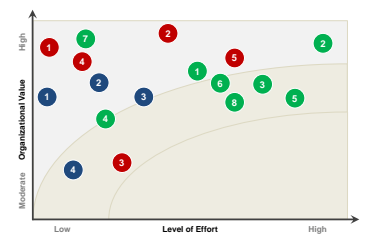
Our customized approach is designed to support informed decision making and prioritize data opportunities that improve performance and grow revenue. This includes:

Review

- Data Assets & Sourcing
- Collection Methodology
- Data Use Cases
- Governance & Privacy

Identify & Prioritize

- Opportunities & Risks
- Best Practices Gaps
- Key Recommendations
- Action Items Assignment



To Learn More Contact Us At: mshull@mkt-iq.com