

# Strategic Data Services

## Evaluation, Roadmap & Framework Development

### Is Your Data Generating the Value You Expect?

Consumers increasingly expect relevant and engaging communications when, where, and how they want them. Businesses expect the technologies they invest in to perform. To meet these expectations, marketers must overcome the challenges of Big Data to turn their businesses into data and insights-driven ones. With powerful, yet often untapped, customer data available to every business, the question is where to start.

Our strategic data services deliver practical and actionable outcomes so B2C and B2B marketers can seamlessly integrate Big Data into reporting, analytics, segmentation, A.I., and cross-channel marketing programs that help them focus on increasing ROI, customer LTV, and customer satisfaction. At Marketing IQ, we champion proven strategies and tactics while developing innovative approaches for our clients' unique needs.



### Key Benefits

- Makes Big Data Easy to Understand & Use
- Actionable Insights from a 360° View of the Customer
- Supports Channels Where Customers Want to Engage
- Addresses Identity Resolution & Data Management
- Supports Data Privacy Legislation

### Big Data Empowers

- Communication Targeting & Content
- Segmentation Automation
- Audience Profiles
- Predictive Models
- Offer Optimization
- Acquisition Optimization
- Test & Learn Cultures
- Reporting & Measurement

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### Put Your Big Data to Work

Data is only valuable if you do something with it. Our core data services focus on three areas designed to activate existing and future data opportunities and generate the most value:



**Data Asset Evaluation:** Provides a constructive evaluation of a business's current data assets, hygiene processes, identity resolution, derived attributes, risk factors, marketing applications, and technological integrations

**Data Strategy Roadmap:** Prioritizes opportunities based on each business's unique needs, skill sets, risks, external data sources (2<sup>nd</sup> and 3<sup>rd</sup> party), and opportunities into an actionable plan to move it towards becoming an insights-driven marketing leader within the ever-changing data privacy landscape



**Data Framework Development:** Builds the foundation to support key business health metrics, customer insights, and new audience attributes to power everything from A.I. and personalized content, to next most likely product and projected lifetime value

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**Contact Us to Discuss Putting Your Big Data to Work at:**  
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#### **About Marketing IQ**

*Marketing IQ was founded in 2009 to help businesses become data-driven by improving their understanding of the customer and leveraging their Big Data assets all the way from compliance to outbound communication programs. Not with theoretical or academic solutions, but practical and tactical outcomes.*

*We have helped a wide array of businesses from multi-national technology and data management firms to growing restaurant groups and multi-channel retailers by developing and implementing innovative and highly actionable data frameworks that power insights-driven communication programs. All based on a robust understanding of their customer and prospect audiences that is designed to drive and effectively measure engagement, conversion, and ROI.*