

# Advanced analytics for the marketing industry

Statistica's predictive solutions keep you in front of customer needs, on top of market trends and ahead of your competitors.

Regardless of the size of your operation, your marketing strategy's effectiveness directly correlates to your company's revenue potential. The opportunities for ever-deepening insights and interactions with customers continue to evolve as the variety of marketing channels increases through technological advancements. Yet acquiring new customers can still be expensive, and keeping high-value customers is still critical. And, thanks to social media, losing customers can be more costly than ever before.

With an eye on maximizing the lifetime value of your customers while minimizing your expenses, Statistica's

marketing solutions offer enterprise-wide integration and high-velocity processing to optimize your strategies with accurate, real-time information. From customer insight to up-lift/net-lift analysis, Statistica provides a range of solutions to make your data work for you in areas of customer retention, price optimization, demand forecasting, sentiment analysis and more.

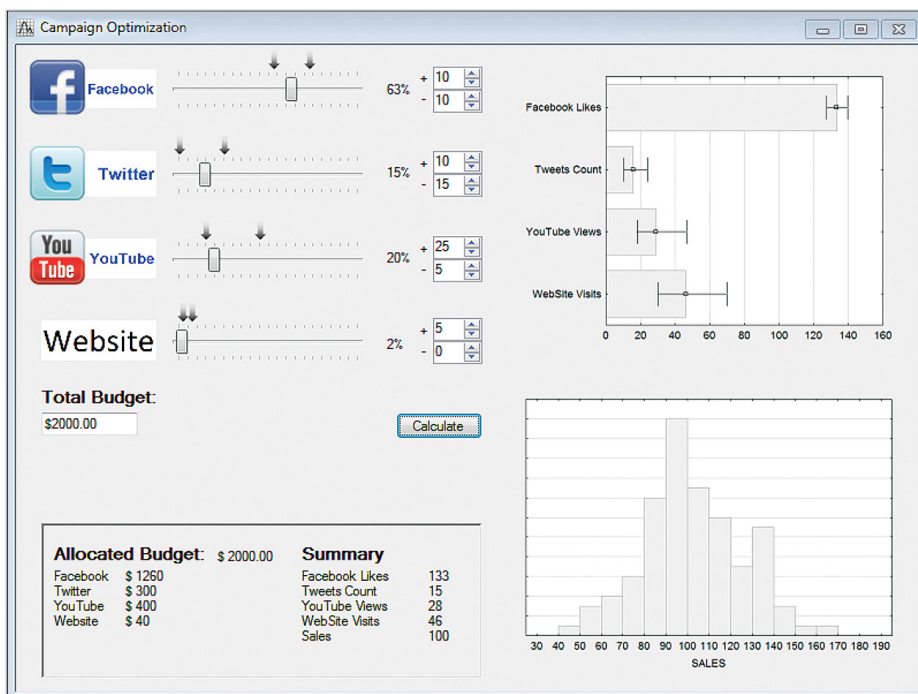
Think of Statistica as your automated, early warning system to reduce expenses and increase sales by identifying customers who need you most and showing you when and how to best reach them.

"Get the mix right by integrating social media with more traditional media and finding an optimal balance between marketing expenses on various channels and sales volume with Statistica Data Miner tools."

Vladimir Rastunkov, Ph.D.  
Statistics Expert

## Benefits:

- Simplifies data management and reporting.
- Increases transparency and efficiencies through inter-departmental data connections, aggregation and alignment.
- Sends automated, proactive alerts, so you can respond to market dynamics in real time.
- Measures marketing success and sales conversions.
- Offers predictive analyses to optimize strategies for various advertising and marketing channels.



Integrated marketing spend optimization enables you to predict the most effective allocation of your campaign budget. For instance, social media analytics leverage user-generated content to determine marketing effectiveness converted into sales.

## Next steps

Try Statistica — Download your free, 30-day trial.

Learn more about statistics — Access the [Statistics Handbook](#) online.

Talk to the experts — Register for a [webcast](#).

With Statistica, it's simple to:

- Track consumer activity and provide immediate feedback to your marketing team.
- Improve the accuracy of sales forecasts with auto-updating models that enable strategic decision making in real time.
- Identify the most effective mix of marketing channels to best reach your target audiences.
- Determine optimum spend per channel.
- Link marketing activities to dynamic consumer sentiment in digital forums.
- Identify the best next actions to enhance the overall customer experience of prime prospects and customers.
- Associate product sales with reliable indices of consumer responses.
- Predict the success of an optimized marketing campaign.
- Track product creation, introduction and adoption rates.
- Measure and adjust ongoing campaign strategies for solidifying customer loyalty.

## Features

**Statistica Data Miner and Predictive Modeling** — Provides the analytic engine that drives the library of capabilities and algorithms used to build, refresh and manage accurate predictive models that link variables from different sources. This long-established program is fast (multi-threaded 64-bit and adaptable to multiple server platforms) and offers scalable options for manual model building and configuring complete workflows within a visual programming environment.

**Statistica Text Miner** — Provides the high-capacity engine for indexing user-generated content (text) to extract critical dimensions to define meaning, categorize text, numericize unstructured data and identify concepts with Singular Value Decomposition (SVD). Create text "models" to serve as efficient data-preprocessing steps for predictive modeling and dashboarding.

**Statistica Enterprise** — Serves as the robust and scalable server backbone to automate analytics, link marketing expenditures to consumer sentiment and link consumer sentiment to expected demand (and sales). It manages large numbers of channels via hierarchically nested dashboards and sends alerts when undesirable trends are detected. It integrates with your existing IT investments, from databases to web-based services, eliminating the need to import/replicate data or to acquire new database servers.

**Statistica Monitoring and Alerting Server** — Supports dashboards that track customer sentiment, monitor forecast accuracy and report on overall model health. It supports alarming and email alerts and provides a lightweight web interface that securely delivers decision support to authenticated users anywhere.

**Statistica Extract, Transform and Load (ETL)** — Processes data from standard databases, e.g., Microsoft® SQL Server® and Oracle®, as well as specialized process databases using the optional PI Connector tool, to determine quickly whether trends have changed or whether parameter relationships are starting to drift.

## About Dell Software

Dell Software helps customers unlock greater potential through the power of technology—delivering scalable, affordable and simple-to-use solutions that simplify IT and mitigate risk. This software, when combined with Dell hardware and services, drives unmatched efficiency and productivity to accelerate business results. [www.dellsoftware.com](http://www.dellsoftware.com).

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