



## SOLUTIONS



## Explore Customer Data – Umsatzpotenziale entdecken

### INNOFACT Data Mining Customer Data

Explore the potential of your customer data with **INNOFACT data mining specialists**. Based on the extensive marketing experience gained from several thousand classic market research projects, we offer you data mining solutions that provide you with practical, easily understandable, precise, and directly action-relevant findings for your measures.

**INNOFACT** has direct access to more than half a million consumers throughout Germany via its own panels and delivers impressive results even for small samples. Clients from various industries have been using **INNOFACT** for years to segment their customers, reliably forecast the success of marketing and sales measures, and monitor the effects.

## SOLUTIONS

Customer

**Data Mining  
Customer Data**



# Use customer data more effectively

Valuable information is hidden in existing customer data, which can be made visible with modern analysis tools. **INNOFACT** finds the right time for you for concrete and personalised offers. With a precisely tailored customer segmentation, you can control campaigns, promotions, or actions highly efficiently and recognise which campaigns or measures are actually effective. In this way, you can easily, quickly and reliably tap new sales potential from existing data and optimise your customer relationships sustainably.

## Step 1: Data management and optimisation

**INNOFACT data mining specialists** get an overview of value ranges, outliers, scale levels, errors, incomplete data sets, and noise effects.

Afterwards, the optimised data is standardised and summarised in such a way that initial descriptive findings such as sales by customer type, customer journey, industries or A-B-C analysis are available after this step already.

Together, we develop strategies from these initial results in order to exploit the full potential of your data.

## Step 2: Analysis of customer behaviour and recommendations for action

### Customer segmentation

**INNOFACT** identifies customer segments that are similar to each other, and at the same time, clearly differ from other customer segments.

**Your advantage:** You recognise potentials for a target-group-specific customer approach.

### Forecast

**INNOFACT** forecasts customer behavior on the basis of distribution assumptions.

**Your advantage:** You can identify and target customers with high sales potential.

### Impact measurement

**INNOFACT** analyses the impact of advertising, touchpoint contacts, promotions, and other actions or measures.

**Your advantage:** You recognise which actions and measures are effective and prevent waste.

### Recognition of sales drivers

**INNOFACT** quantifies which customer characteristics or which events or measures influence sales and/or customer satisfaction.

**Your advantage:** You separate the important from the unimportant and concentrate on what drives your company forward and lets it grow.