



CUSTOMER KNOWLEDGE IS POWER AND PROFITABILITY

AMA EXPERIENCE 2020: DATA ANALYTICS LOUD TABLE

Successful marketing requires collaboration with many partners – sales, customer service, technology, finance and external vendors – how do you bridge the gaps between partners to target, attract and retain customers?

A Forrester survey of B2B marketers revealed that the top 3 inhibitors for creating actionable insights on customers and prospects were:

- > data quality
- > number of siloed data sources
- > providing insights back to the business in a timely manner

Which of these has been the greatest challenge for your organization? What steps have you taken to overcome these challenges?

What barriers do you face in successfully attributing revenue back to campaigns or channels?

What information about your customers is missing, either because your systems don't talk together or don't track the activities?

What value have you seen from incorporating predictive or proactive marketing techniques?

ABOUT ZIROBI

Zirobi offers a full suite of strategy and implementation services to deliver a complete picture of your customers. Our areas of expertise include:



Performance Marketing

Dive into your customer data to target the right message to the right customer in the right channel at the right time.



Data Management & Integrations

Break down data silos to get a 360-degree picture of your customers, which allows you to hyper-target them with your message.



Customer & Operational Analytics

Maximize your bottom line through deep science-focused analytics, artificial intelligence and machine learning that can be operationalized within your business.



Marketing Technology Architecture & Implementation

Cut through the clutter to select, implement and optimize the right technology for your team based on your unique needs.