

PREDICTIVE CUSTOMER ANALYTICS



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Predictive Analytics and AI Drive Up Customer Lifetime

Predictive Analytics and AI Drive Up Customer Lifetime Value Redeye have released the results of an 18-month initiative, testing the outcome predictive analytics can having on an organisation's multi-channel campaigns.

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Predictive analytics Wikipedia

Predictive analytics can help underwrite these quantities by predicting the chances of illness, default, bankruptcy, etc. Predictive analytics can streamline the process of customer acquisition by predicting the future risk behavior of a customer using application level data.

<http://ebookslibrary.club/download/Predictive-analytics-Wikipedia.pdf>

The Benefits of Predictive Customer Analytics CIO Insight

Adding predictive customer analytics capability to the CMO s toolbox can put his or her business intuition on steroids. Imagine the CMO of a consumer products company who is able to predict the behavior of individual customers or which products that customer is most likely to buy next.

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IBM Watson Marketing Insights Overview United States

The analytics has been pre-built, and the visual, interactive interface allows you to explore digital marketing insights and customer behaviors with no technical skills required. Connect seamlessly to campaign execution

<http://ebookslibrary.club/download/IBM-Watson-Marketing-Insights-Overview-United-States.pdf>

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