

MRP PRELYTIX

Predictive Customer Acquisition

MRP Prelytix is a predictive customer acquisition platform that provides the insights and capabilities your business needs to expand product and service lines, penetrate key accounts, and scale on a global level more quickly. Our machine-learning predictive algorithm is the foundation of the platform, which ingests over 6 billion third-party and first-party records per night to produce a dynamic prioritization score that will then inform your actions during every stage of your target accounts' buyer journey.

Leveraging MRP Prelytix throughout the Customer Journey

- **Discovery:** define your target accounts, segments, and keywords within MRP Prelytix to begin identifying the accounts in your target market with the highest propensity to buy
- **Insights:** prioritize your market as the MRP Prelytix algorithm begins consuming real-time buying intent data, specified in the Discovery stage, and assigning each account a score, which is then populated in a 9-block matrix
- **Orchestration:** use the keyword analytics learned in the Insights stage to plan, design, and execute a content delivery strategy based on where buyers are in their journey
- **Execution:** execute your go-to-market strategy across display, e-mail, direct mail, and inside sales through MRP Prelytix and begin routing highly-qualified opportunities to the salespeople most likely to convert them
- **Analytics:** receive visibility into tactical results in order to understand the success of each of your tactics and begin dynamically fine-tuning keywords, segments, and the predictive algorithm

Key Features

- Only MRP Prelytix algorithm is customizable by the user, enabling them to adjust the algorithm to add greater weight to certain keyword activity and research behaviors
- MRP Prelytix enables sales and marketing teams to align their goals and optimize their tactics by dynamically segmenting their accounts to deliver the right content to the right people
- Client-chosen reports and alerts mean you will never miss a big opportunity



Ready to learn more?
Visit mrpfd.com

MRP provides predictive customer acquisition software and services. For 15 years, clients have relied on MRP to help them achieve their revenue goals by combining cutting edge predictive analytics with a full suite of Account Based Marketing services to acquire new customers, faster. MRP has 12 offices, 500 employees and covers 100 countries around the globe.

