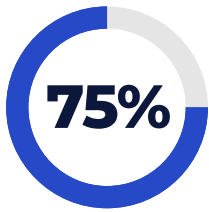


# Get a 360 Degree Customer View With Actian Avalanche<sup>™</sup> Analytics



## COVID-19 has upended customer loyalty and the buyers journey



of U.S. consumers have tried a new store, brand, or new way of shopping during the pandemic.

– McKinsey 2020



**40%** Increase of customers purchased goods online



**84%** have used digital channels more than in 2019

## Customer 360 Real-time Analytics

Internal data and single systems cannot provide a complete 360-degree view of a customer. Traditional CRM and data warehouse systems cannot handle all necessary data sources. Actian offers a modern hybrid-cloud data analytics platform with data integration and preparation to simplify customer analytics and actionable customer insight. Actian's analytics portfolio enables organizations to personalize the customer experience, improve customer acquisition and retention, and increase customer loyalty through segmentation, next-best action, market basket analysis, campaign optimization, and churn analysis

*“Actian and our BI tools integrate seamlessly and deliver real-time insights with great speed and performance. We're able to make informed, risk-balanced decisions very quickly.”*

– August Ludwigs, Pricing Analyst, The AA

### Customer Profile

Granular, multi-channel, real-time customer profile analytics can tell you about your customers, the best means to connect, the targeted offers that will resonate, predilection to churn, and the best ways to personalize the customer experience to win more business and drive up loyalty levels.

## 4 CHALLENGES marketers expect in 2023

**55%** Leveraging your CRM to its fullest potential

**53%** Lack of high quality data

**52%** Integrating data from various channels

**52%** Getting a better understanding of customers and their needs

– 2022 Hubspot Survey

### Change to Customer Segmentation

Create meaningful customer experiences with targeted offers and responses resulting in a higher return on investment. Uncover relationships between customers and key purchase drivers deriving the value of each customer while identifying new segments that provide a competitive advantage.

### Next Best Action

Maximize long-term customer value by predicting what a customer will do next while also influencing their next action.

### Campaign Optimization

Capture more wallet share using the Actian platform to deploy effective and highly personalized campaigns through deep analysis.

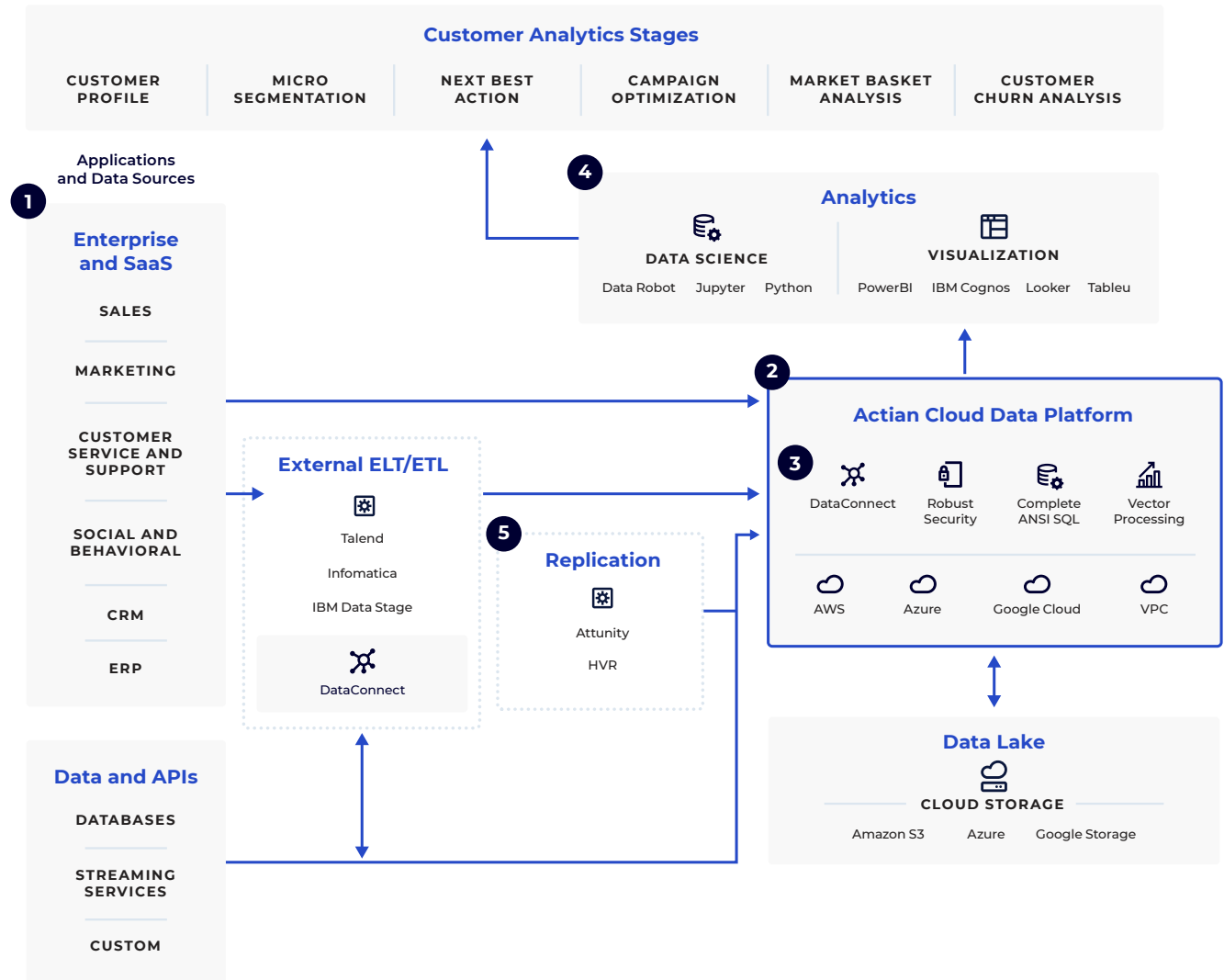
### Market Basket Analysis

Increase revenue by uncovering your most profitable product groups, learn which products benefit most from associations with other products, understand optimal shelf arrangements, and better target marketing and promotions.

### Customer Churn Analysis

Discover customer classifications and assign customer lifetime value and churn scores to understand and monitor which customers you can't afford to lose. Generate raw churn predictions informed by individual customer profitability.

# Customer 360 Real-time Analytics



**1. Customer Profile Aggregation**

Real-time analytics for Customer 360 requires data aggregation across enterprise apps, data lakes, and external data sources.

**2. Real-time Customer Analysis**

Action Cloud Data Platform delivers superior price-performance for actionable insights in real-time.

**3. Built-in Data Integration**

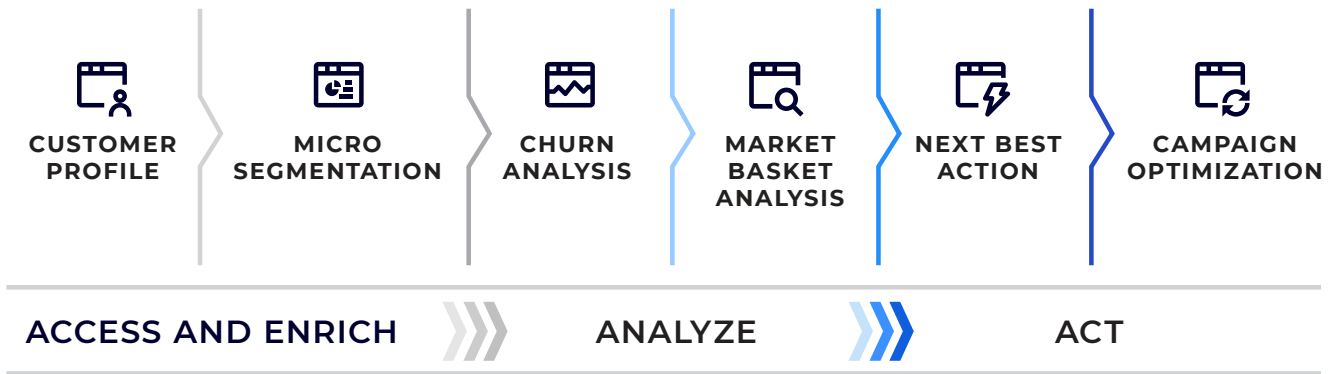
Integration includes drag-and-drop support for thousands of different applications and data sources.

**4. Popular BI, Data Science Tools**

The Actian platform supports popular BI and analytics libraries, visualization, and data science tools, and platforms.

**5. REAL Real-time Insights**

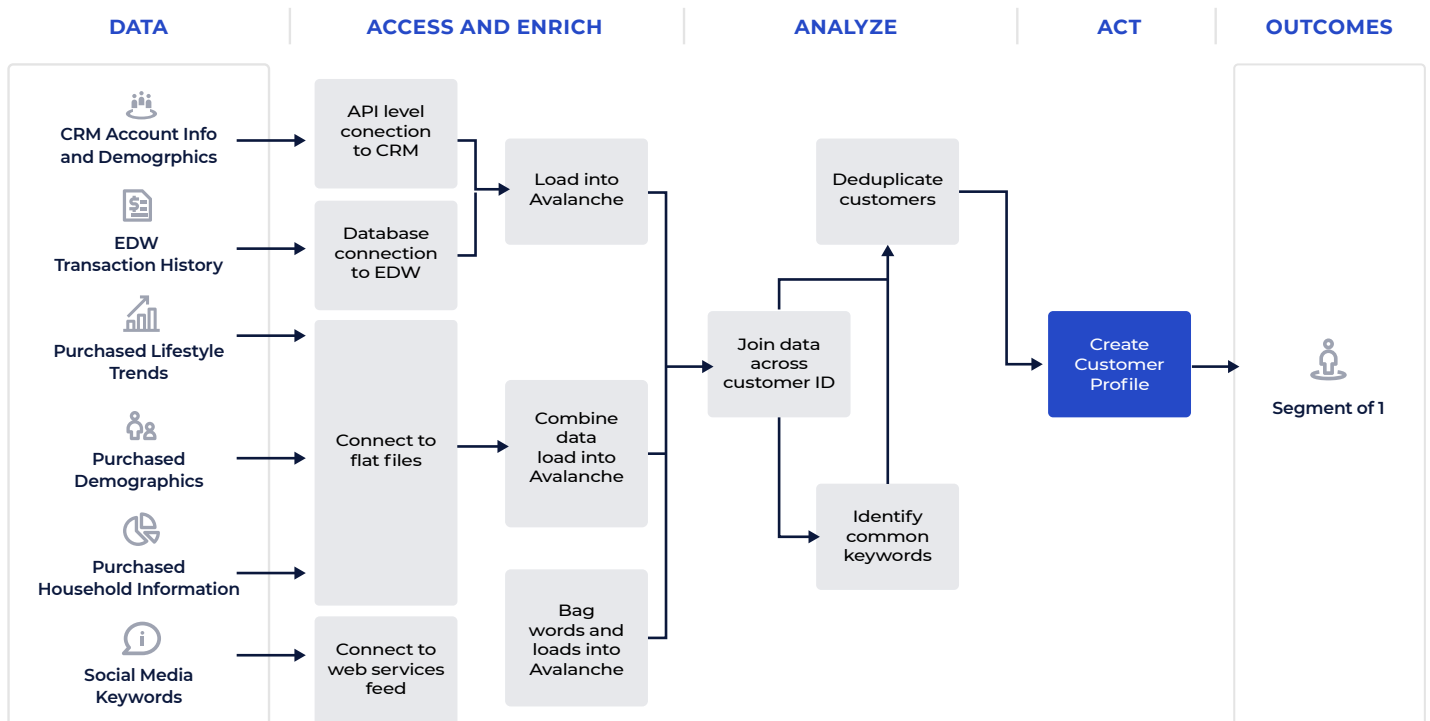
Action continuously keeps analytics datasets up to date with no impact on downstream query performance.



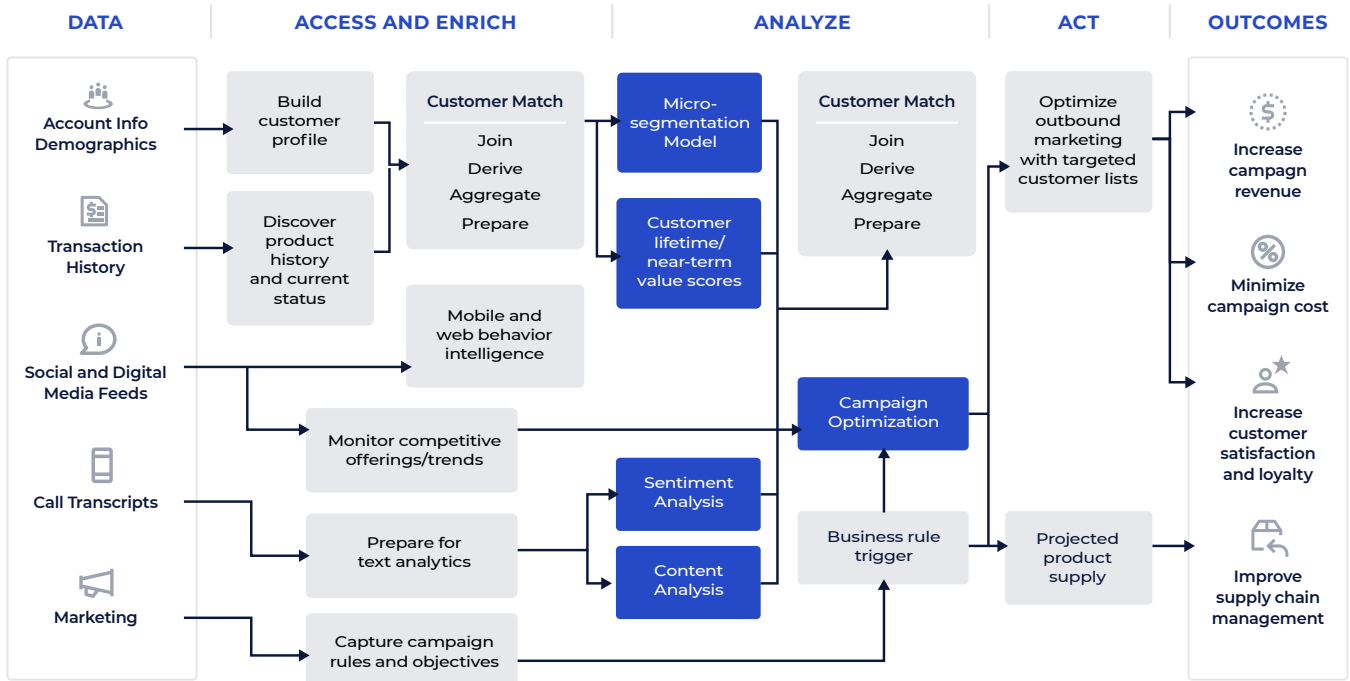
## Avalanche Cloud Data Platform

Actian Avalanche™ hybrid-cloud data warehouse, integration and management platform combines one of the industry's fastest hybrid-cloud data warehouses with self-service data integration in the cloud, to create better customer insight easier and faster.

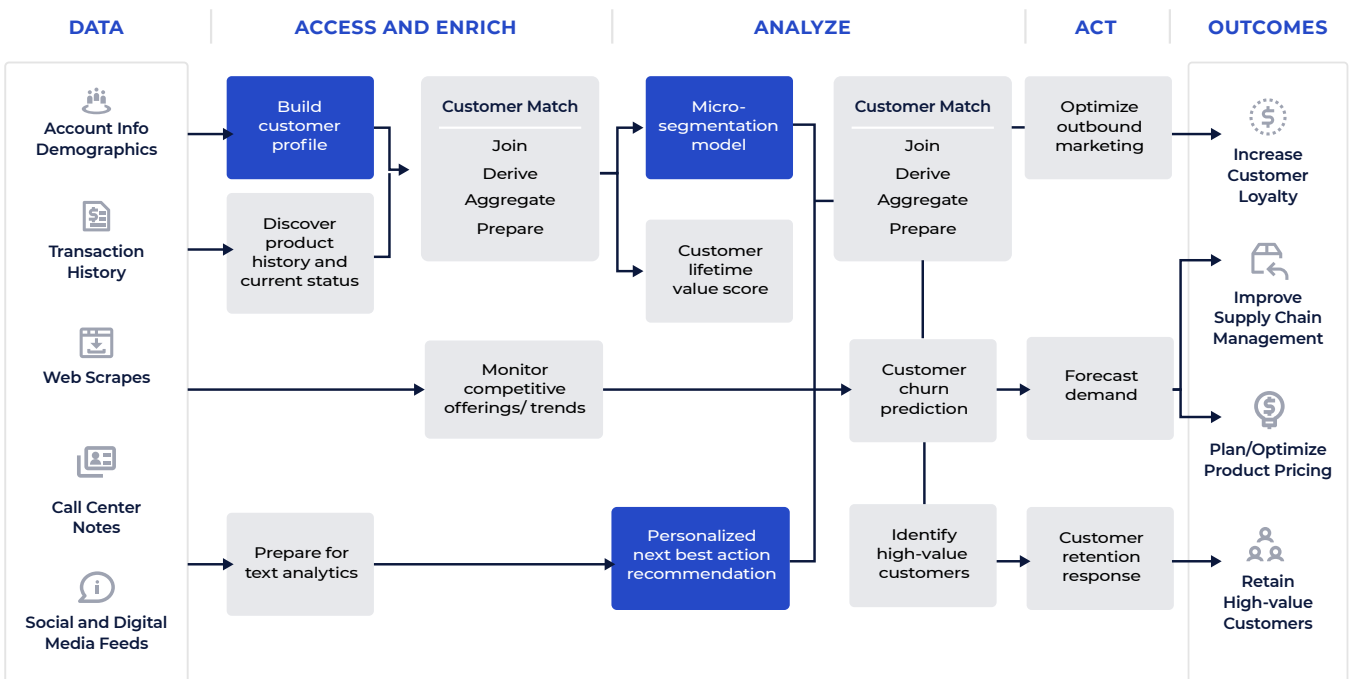
## Build a Consolidated Customer Profile



## Optimize Campaign ROI



## Analyze Customer Churn



# Uncover Cross-Sell and Upsell with Market Basket Analysis

