

The Client

A Fortune 500 Retailer with a sophisticated understanding of their customer data lacked the tools needed to turn that data into meaningful customer experiences. Trying to fill this gap, resulted in expensive and time consuming processes that did not scale. As a result, they struggled to have truly personalized conversations with their customers.

The ActionIQ Solution

ActionIQ accelerated marketing speed and flexibility, meeting the Retailer's demanding data requirements, enabling the business teams to be more nimble, and allowing them to create personalized customer experiences at scale.



Scalable

- Combine unlimited amounts of online/offline data
- Analyze billions of rows of clickstream data in seconds



Automation

- Cross-channel execution from a single solution
- Easy test design, execution, and measurement



Self-Service

- Empower marketers to interact with their customer data
- Create any segment and activate in minutes



Insights

- Customized customer and campaign dashboards
- Target lookalikes of your highest value customers

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“We are now doing experiments daily and making sure that the experience is getting better for all of our customers on a daily basis.”

Founder and CTO, ActionIQ Retail Client

Business Results

With ActionIQ, the Retailer can quickly automate and scale their marketing operations for the agility required to be competitive. ActionIQ has significantly reduced the time and effort it takes the Retailer to go from idea to execution.



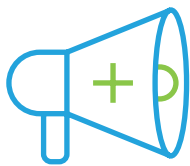
+80%

reduction in campaign process



+5%

increase in annual revenue



2x more

more campaigns deployed



+200%

increase in reach

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“The rate that we’ve increased campaigns per week has only been successful because of ActionIQ, prior this would not have been scalable.”

Data Analyst, ActionIQ Retail Client



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