Axtria MarketingIQ™
SOLUTION BRIEF

BRINGING CUSTOMER CENTRIC MARKETING TO THE FOREFRONT OF YOUR ENGAGEMENT STRATEGY

Time allocated to sales reps continues to decrease, as consumers prefer to be reached on their own time, schedule, and medium. Marketers need to be aware of this fundamental shift in customer preferences and align their activities to correspond to their audiences' preferences. If not, the implications may be significant to their brands, customer relationships, profitability and overall organization.

Relying on the creation of web pages, or other digital marketing assets is no longer enough. Rather, it is essential to understand customer preferences, behaviors and engagement both online and offline, and to use this knowledge to develop campaigns that reach target customers on their terms and truly engage them.

Armed with rich customer insights, marketers will be better able to create campaigns dynamically that adjust to customer preferences, and develop meaningful, personalized conversations/content based on what customers are indicating.

These more meaningful interactions will lead to greater customer journey experiences and ultimately drive revenue growth.

INTEGRATED, CUSTOMER-CENTRIC MARKETING PLATFORM

Axtria MarketingIQ is a state-of-the-art platform that brings together end-to-end marketing capabilities including 1:1 personalized campaign management, engagement scoring, advanced performance analytics, marketing analytics, and triggers to quickly respond to customers and drive deeper engagement, and experiences. For marketers, this will provide greater clarity and improved return on marketing investment.

Axtria MarketingIQ is a fully scalable and configurable customer-centric marketing platform. It can be integrated into the existing tools and platforms in place within your marketing organization, including Veeva CRM, Adobe Marketing Cloud, Salesforce Marketing Cloud, Eloqua, Marketo, and other platforms to maximize the return on your existing marketing technology investment.

BETTER DATA ENABLEMENT

One of the biggest challenges facing marketers is integrating data from multiple digital channels with multiple offline channels and bringing this data together to derive meaningful insights.

The core of Axtria MarketingIQ sits on top of a versatile data enablement platform that seamlessly combines, cleanses, and manages your offline and online client data and behavior data from your sales and marketing efforts into one cohesive view of your customers and campaigns. This single, united customer view will power your analytics, campaign management, and insights, enabling more targeted marketing. It also enables your sales team to have more powerful, deeper conversations with their customers.

## UNIFIED CUSTOMER CENTRIC CAMPAIGN MANAGEMENT

With just a few clicks, Axtria MarketingIQ empowers marketers to act on relevant insights derived by analytics, and launch campaigns that establish deeper customer connections.

The platform makes it possible to automate marketing programs across diverse channels, and ensure that each campaign is communicating a common brand voice and message. It is simple to map out tactics, events, actions, and interactions based on customer engagement, and then personalize a solution and journey for each customer to achieve the best outcomes. This ensures that the content and messaging being presented is what the customer seeks and on the schedule and channel the customer wants.

Axtria MarketingIQ makes it easy to map out a journey for each customer based on their preferences, and set up steps along the journey to integrate with each customer action. This can all be achieved with a click of a mouse and insights powered by Axtria MarketingIQ.

ENGAGEMENT PREFERENCE SCORING
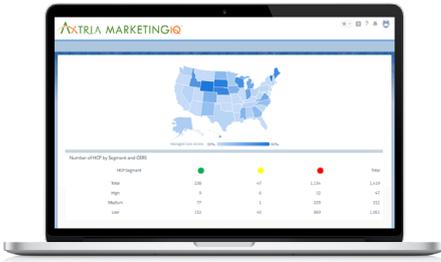
A key challenge facing marketers is evaluating customer engagement across online and offline channels. Axtria MarketingIQ's proprietary scoring model provides a view into each customer's preferred channels.

This makes it possible to easily identify the channels and campaigns that are working effectively across each of your customers. This powerful information will allow you to adjust your tactics or acquisition strategy, and enable Axtria MarketingIQ to suggest your next-best action, or trigger-based response.

TRIGGER-BASED ACTIONS
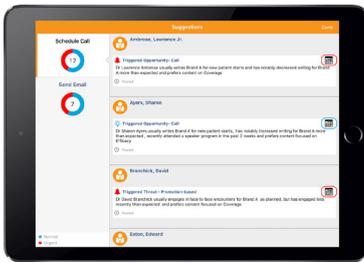
Alignment and synchronization with your sales channel is key. Axtria MarketingIQ allows you to send a message to your sales rep to follow-up with a hot prospect, send that next piece of collateral to guide the journey, or deliver content that is appropriate to the customers needs. As importantly, this trigger will recommend the channel, time, and frequency for each customer to give your marketing efforts a greater chance of success.

This is all achieved by Axtria MarketingIQ's seamless integration to your CRM (customer relationship management) solution and delivering recommendations for the next-best actions powered by advanced, predictive analytics and machine learning.

ADVANCED ANALYTICS, MARKETING AND CAMPAIGN METRICS

You are only as good as what you spend or what you save. With Axtria MarketingIQ, you obtain better control over your marketing spend by knowing where the best marketing performance and results are coming from. Furthermore, you will be able to draw upon Axtria's immense experience in guiding marketing departments to optimize spend.

Similarly, Axtria MarketingIQ readily provides a view of performance across territories, regions, brands, campaigns, channels, individuals, and spend. In an instant, you will view campaign tactics that are working, regions that are more engaged, individuals' engagement levels, and channels that are performing at your fingertips.

The advanced analytics are powered by proprietary algorithms developed by Axtria. The performance analytics and dashboards are enabled in the tools already in place at your company such as Microsoft PowerBI, Tableau, Qlikview, Salesforce Marketing Cloud, and offline metrics.

TAKE CONTROL OF YOUR STRATEGY AND ACTIVATE CUSTOMER CENTRIC MARKETING TO DRIVE MORE MEANINGFUL CONVERSATIONS AND OUTCOMES WITH YOUR CUSTOMERS. PLEASE REACH OUT TO AXTRIA TODAY TO SCHEDULE A DEMO OF MARKETINGIQ AND DISCUSS HOW THE PLATFORM CAN ADD VALUE TO YOUR ORGANIZATION.

ABOUT AXTRIA

Axtria is a global commercial insights and operations provider. We empower leaders across the Life Sciences and Financial Services industries to make better data-driven decisions. We combine industry knowledge, business process, and innovative cloud technology to help our clients make better data-driven decisions.

Axtria's modern Cloud platforms provide all the capabilities necessary to operationalize commercial decisions and move from data to insight to action. We have more than 850 employees worldwide, we are growing rapidly, and we are proud to count 8 of the top 10 global Life Sciences companies and 2 of the top 5 global Banks as our customers.

For more information and a demo of the Axtria MarketingIQ platform, please visit **www.axtria.com/marketingiq**

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Founded in 2009, Axtria is a Big Data Analytics company which combines industry knowledge, analytics and technology to help clients make better data-driven decisions. Our data analytics and software platforms support sales, marketing, and risk management operations in the life sciences, finance, retail, and technology industries. We serve clients with a high-touch on-site and onshore presence, leveraged by a global delivery platform that focuses on reducing the total cost of ownership with efficient execution, innovation, and virtualization.

For more information, visit www.axtria.com

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