



Product Brief



Customer targeting is the ability to identify distinct groups of customers that share specific needs, attitudes, and behaviors. This understanding of customers helps companies align their products, services, and marketing activities with the right customers – resulting in more effective use of limited resources leading to stronger customer engagement.

However, market segmentation has had limited tactical usefulness. Companies have not been able to deploy segmentation strategies successfully at scale, because it is difficult to know in advance which segments should be assigned to specific customers and prospects. Companies have attempted to use standard methods (e.g. regression modeling, CHAID, etc.) to “score” customers and prospects into segments using internal and 3rd party data, but the low accuracy rates have not justified the investments up until now.

Gordian Knot Analytics Group, Inc. TARGET is designed to help marketers determine and find your ideal customers and prospects, identify them in your customer and prospect databases with unsurpassed accuracy, and then map the right message, offer, and/or product to them at the right time.

Key Features

- ✓ Understand Your Customers & Their Journey Stage
- ✓ Relevant Messaging
 - ✓ Align Product / Message / Offer
 - ✓ Improved Message Delivery Timing
- ✓ Increased Conversions
- ✓ Reduced Cycle Time



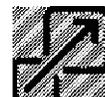
Unlimited
Data Types



Actionable
Insights



Accurate &
Repeatable



Scalable



What it does & how it helps

	The challenge you have	What it does	What that allows you to do	What that gets you
Bring Your Own	<ul style="list-style-type: none"> I have a quality segmentation, but I can't figure out who is who in my database so I can't use it for CRM 	<ul style="list-style-type: none"> Identify which customers fall into which complex customer segments without asking customers anything / no burden on the customer 	<ul style="list-style-type: none"> Deliver personalized, targeted, and relevant messaging to the right people 	<ul style="list-style-type: none"> Increased conversion, repurchase, tenure, share of wallet, etc. because you sent messages that matched each customer's segment
Add Stages of Change	<ul style="list-style-type: none"> I don't know what purchase stage my customer is in so I might hit them with the right message at the wrong time 	<ul style="list-style-type: none"> Identifies the current purchase stage for each customer 	<ul style="list-style-type: none"> Deliver personalized, targeted, and relevant messaging to the right people, at the right time 	<ul style="list-style-type: none"> Increased conversion / upsell from interacting the customer at the right time
Add Full Segmentation	<ul style="list-style-type: none"> I don't know my customer groups, their relative value, and how to talk to them I can figure out who is who in my database, but it's based on a crappy or old segmentation 	<ul style="list-style-type: none"> Defines your customer groups (with distinct needs, attitudes and behaviors), their triggers and their best messaging levers 	<ul style="list-style-type: none"> Deliver personalized, targeted, and relevant messaging to the right people, at the right time, and through the right channel(s) 	<ul style="list-style-type: none"> Increased conversion / upsell because you said the right things to them

About Gordian Knot Analytics, Inc.

Founded in 2015, Gordian Knot Analytics Group, Inc., an innovator in Big Data Analytics, is focused on explaining, predicting, and optimizing extracted marketing trends and drivers from your Big Data assets that traditional data processing application software and statistical analyses are simply inadequate to deal with.

GKAG has developed a series of proprietary Big Data analytics tools to provide a more comprehensive and accurate picture of actions our client companies can implement to generate profitable growth, improve customer satisfaction, and maximize the lifetime value of those customers.

Our Marketing Applications have helped our clients – leading companies in retail, healthcare, travel, and financial services to name a few – discover new insights, and develop improved marketing strategies from their information resources.



For more information contact us today: info@gknotag.com

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