



A LITTLE BOOK OF BLOGS



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This booklet is a compilation of select blog posts from Absolutely, the Absolutdata blog. We've cherry picked some of the most popular blog posts to share on topics like big data, AI, predictive sales and marketing, and a mix of industry specific topics.

Enjoy!

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Big Data and Artificial Intelligence (AI)

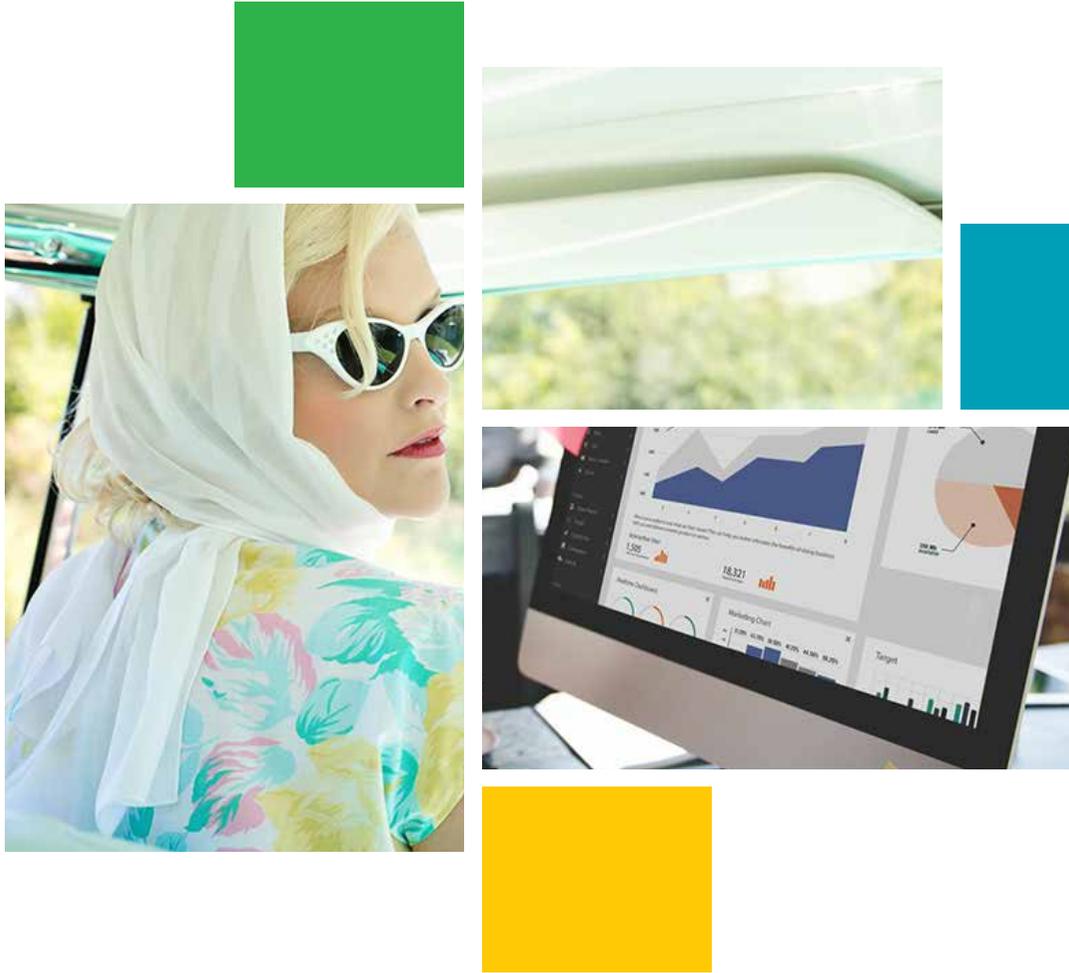
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PREDICTIVE SALES AND MARKETING ANALYTICS

FIVE TIPS FOR A PERFECT MARRIAGE OF SALES AND MARKETING

Just like any relationship, sales and marketing can have tough times. But by following these five tips, you can make sales and marketing live happily (and productively) ever after.

Sales and marketing, marketing and sales. Sure, they're two individuals, but they share a close bond and a common purpose. When sales and marketing work together as one team, magic happens. Prospects are easier to pitch to. The sales process moves smoothly on a wave of scored leads. Close rates go up, campaign returns go up, revenue goes up. Smiles and joy are scattered all around...

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ACTIONABLE CUSTOMER PROFILES AND THE PERFECT FIRST IMPRESSION

Few things are more pressure-packed than the initial sales contact. Competition is high; creating the right first impression can make or break the opportunity. Fortunately, organizations have a powerful impression-crafting tool at their disposal — the data-driven actionable customer profile.

Finding data for customer profiles is rarely a problem. Businesses have loads of stuff, usually stored in huge databases. But prospect lists are growing so quickly that it's hard to keep up. Clients expect a personalized approach at every stage, from the introduction down through the 100th interaction. Sales teams want a more efficient way to provide this individualized experience. And that's where actionable customer profiles shine...

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HOW TO RESURRECT A DEAD ZOMBIE LEAD

There's a crowd that you never see. Just waiting, waiting, in the darkest reaches of your CRM.

No, they're not sci-fi monsters. They might become your very best customers.

What we're talking about here are zombie leads, also known as dead or cold leads. They're not pretty and they're not something any salesperson is proud of, but they happen. Luckily, improved data analytics technology is making it easier to find and resurrect these leads...

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WHAT DOES 'PERSONALIZATION' MEAN TO YOU?

How would you define personalization? Is it a quarter-end campaign? A series of campaigns? A piece of software? An idea? A philosophy to live by?

Nearly all CMOs define and follow a different version of personalization in their marketing programs. These versions are driven by the maturity of their organization's strategic vision, the availability of data and the ability to integrate the latest stack of analytics platforms and technologies into their marketing programs. These versions can be classified into three broad categories:

1. The Gen-Pop Personalization: Knowing Who Your Audience Is...

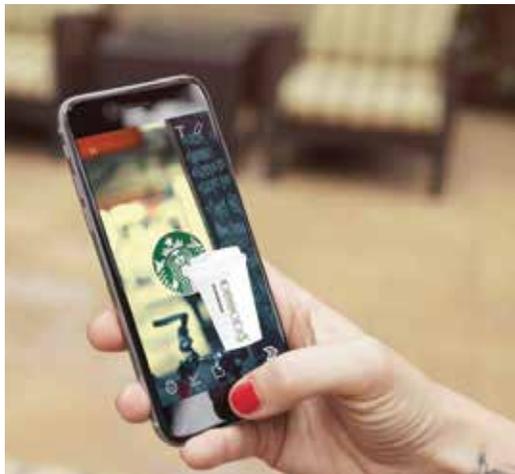
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FOUR KEYS TO UNLOCKING THE POWER OF PREDICTIVE SALES

By combining the art of selling with predictive analytics you can contact leads when they're ready to buy – with excellent results. Here's what you need to know.

Predictive selling combines your data and powerful analytics. It uses artificial intelligence to find patterns in data, creating forecasts about the future and helping to increase productivity.

Consider B2B sales, where a large amount of data that gets generated through everyday interactions and transactions, which further generates a trail of insights which if decoded correctly can help...

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HYPERPERSONALIZE YOUR CAMPAIGNS IN FIVE STEPS

Hyperpersonalization can turn a sales possibility into a great big YES. Here's how you can hyperpersonalize your campaigns in five easy steps.

Imagine that you're a 23-year-old single guy, heading out to do some grocery shopping. As you go into the store, you open the store's mobile app, check out some deals, and hit the snack aisle.

That's when the push notifications start:

Ping! Great savings on diapers!...

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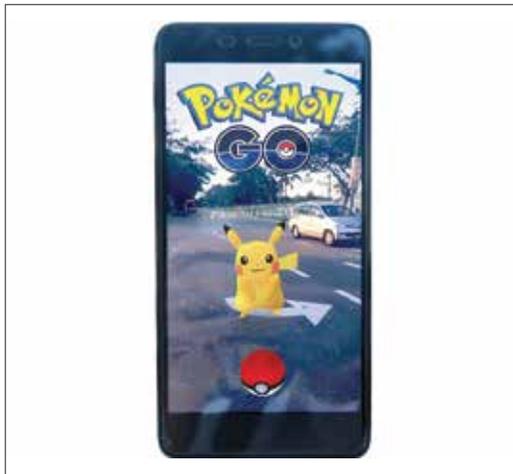
BIG DATA & ARTIFICIAL INTELLIGENCE (AI)

HOW BIG DATA AND THE INTERNET OF THINGS ARE SAVING AND MAKING MILLIONS

Big Data might be high tech, but it's not just for the tech industry. With existing competitors and new startups jostling for position, every enterprise must pay attention to Big Data. Why? Well, look at what could happen if companies began optimizing their data:

- ▶ If the average Fortune 1000 company used data a mere 10% more effectively, they'd gain \$2 billion in added revenue.
- ▶ Retailers could increase margins by 60%.
- ▶ The U.S. healthcare system could save \$200 billion per year...

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THE SURPRISING LINKS BETWEEN POKÉMON GO AND BI

Unless you've spent the summer utterly disconnected from the Internet, your mobile devices, and any form of television, you've probably heard about Pokémon Go. It's a video-game-meets-real-life phenomenon that sends people out into their neighborhoods with their mobile devices and a pressing need to capture and tend to virtual beasts.

The genius of Pokémon Go is that its developers have come up with a way to use real-world settings as part of the gameplay. For example, nocturnal Pokémon (the critters players try to catch) are found around dusk; water-dwelling Pokémon are discovered near lakes, streams, and other aqueous places. From a technology perspective, Pokémon Go is great. But what does it have to do with BI?...

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BIG DATA'S ROLE IN MARKETING TO MILLENNIALS

Big Data and Millennials are two terms that get thrown around quite a bit these days, especially in the world of marketing. What's interesting is how Big Data and Millennials are intersecting, particularly how Millennials are shaping — some might say speeding up — marketing technologies.

Millennials have a lot of stereotypes that 'define' them, but let's get rid of the tropes and get down to the basic core. Millennials are the group of people that were born between 1980 and 2000, roughly speaking. They've grown up alongside the Internet, mobile technology, and the age of instant information...

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COGNITIVE ANALYTICS AND THE NEXT INTERNET OF THINGS

Big data analytics and the Internet of Things are still relative newcomers. Given how quickly technology moves, though, it's not surprising that their next incarnations are already being talked about: cognitive analytics and a much-grown Internet of Things (IoT).

We all know about the Internet of Things: it's data from a host of Web-connected devices that can be analyzed and studied, just like traditional data analytics. But what is cognitive analytics? Well, think back to old sci-fi shows. Remember the insanely smart, almost-human robot sidekick? Cognitive analytics isn't there yet, but it does emulate that heady mixture of massive processing power and advanced logical capabilities. In some cases, cognitive analytics could be used to interact with...

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SEVEN WAYS ARTIFICIAL INTELLIGENCE IS CHANGING YOUR BUSINESS AND YOUR CUSTOMERS

Technology has progressed by such leaps and bounds that we have computers that untangle spoken language, recognize faces, and even turn down our thermostat when we're away from home.

But what does all this have to do with your customer's experience? Unless you closely follow tech trends, you might be surprised to learn that AI is already playing a role in customer service, user experience, inventory planning, and other areas.

First, let's consider how AI is changing and improving things on the business side. Some of these...

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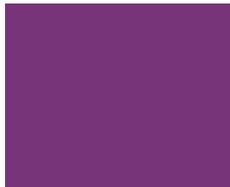


THE THREE-PRONGED APPROACH TO BI AND DATA MANAGEMENT STRATEGY

Data has become the engine oil for every company, and analytics the combustion engine. In order to exploit the true potential of data, it is imperative for organizations to understand the value data brings to the table and how it can help drive insightful decision-making in countless business activities.

Often companies want to move into the Big Data deployment phase but face pitfalls as they get stranded in one phase or another. The main reason behind the struggle is due to the absence of BI and data management strategy in place and thus many companies struggle to move beyond big data strategy "on paper" to completing the full big data lifecycle...

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INDUSTRY FOCUSED POSTS

HOW KEY CUSTOMER LOYALTY DRIVERS HAVE CHANGED OVER THE LAST DECADE

The HVS Global Hospitality report A New Breed of Traveler finds that rising affluence, globalization, and increased access to communication technology have impacted the values of modern hotel guests. Experiences and the feeling of “being connected” are now more desirable than traditional hotel luxuries.

This new segment of traveler is no longer looking for white-linen service, bellboys to carry their luggage or a concierge. When millennial travelers look for a hotel or enter a hotel, they want to feel connected and to be in a setting where they can be part of a shared experience. A comfortable...

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THE PROBLEM WITH CONSUMPTION DEMAND FORECASTING ... AND WHY IT CAN BE BETTER

There are many areas where businesspeople wish they had the proverbial crystal ball to foretell the future. Forecasting consumption demand is one of the trickiest of these areas.

Given the size of the portfolios and the dollars at stake, it is imperative to produce the right product, size, and quantity to meet consumption demand. Then you also have to ship it in the right mix to the right location at the right time. It's easy enough to say. Why is it so difficult to actually accomplish?

Think of all the factors at work. Highly volatile trade and consumer environments and ever-changing trends enhance sales unpredictability. There are too many variables that impact consumer demand...

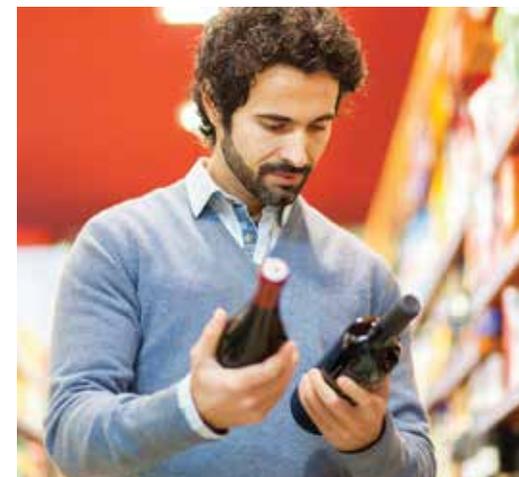
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PRICE PACK ARCHITECTURE FOR THE DIGITAL AGE: SIX QUESTIONS YOU NEED TO ANSWER

In the past, designing a good price pack was usually a strong point for manufacturers. Minimizing cross-channel cannibalization and maximizing market share was comparatively easy — that is, when you compare it to today's market landscape. Economic conditions, loads of new product choices, and a proliferation in channels are among the chief factors that propel the complex modern marketplace. What has influenced price pack design? And what questions must decision makers answer before putting a new pack together?

That's what we'll discuss in today's post...

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THE LINE BETWEEN ETAILERS AND RETAILERS IS BLURRIER THAN EVER

Both virtual and physical retailers are adopting an omni-channel approach by merging offline, online, and mobile capabilities—all with the aim of creating a seamless experience for shoppers.

The past two years have seen their fair share of hype about the line between online retailing and brick-and-mortar selling becoming increasingly blurred. And this trend isn't over yet. In fact, the line just gets blurrier.

While it's true that Etailers worldwide are a fast-growing breed, they feel an increasing need to not be an online-only solution for customers. Large Etailers are adding physical versions of their stores...

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CUSTOMER EXPERIENCE: HOW TO LEVERAGE DIGITAL DATA IN THE HOSPITALITY INDUSTRY?

Competition and customer expectations are growing in equal measure. Hotels can't afford to falter on delivering a superb, multi-pronged customer experience. Customers want to be engaged in every way, from the basic needs of a comfortable stay to unexpected, on-brand moments. To keep up, hoteliers must be digitally present during the complete lifecycle of the guest, from research to booking to reengagement.

The benefits of getting it right can't be overstated. Any given hotel has a 60-70% chance of booking an existing customer; however, there is only 5-20% chance of getting a new onboard. Then why do...

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HOW CMOS CAN TURN ANALYTICS INTO THEIR SECRET WEAPON

True consumer connection has always been a key aspect of marketing, but because the industry is changing quickly, consumers are looking for more than just an emotional connection to a brand. While the emotional connection is foundational, it's also elusive. Analytics provide the data and statistics needed to more accurately measure audience reach.

Nearly every industry is seeing an explosion in the use of big data and analytics to drive business decisions, but the benefits of this phenomenon are no more marked than in the marketing industry. When it comes to marketing, the outcomes of big data are real and immediate, and they easily impact the bottom line. Marketers can better reach niche audiences and craft more personalized...

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Absolutdata combines Decision Engineering with advanced analytics to transform how companies across the globe make decisions. Over a decade of global services expertise includes big data services, advanced analytics, predictive modeling, marketing analytics, CRM, IoT solutions and data management services.

The NAVIK line of cloud-based products is changing the world by putting the power of advanced analytics into the hands of marketing and sales teams, line-of-business managers and researchers.

Together, these products and services empower Fortune 1000 companies to make better marketing investments, create more lucrative customers, achieve operational excellence and compete at a higher level. Founded in 2001, Absolutdata is based in San Francisco and employs 400 professionals across offices in San Francisco, New York, Chicago, London, Singapore, Dubai and Gurgaon.

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