



Customer Behavior Analytics for Business-to-Business Companies

Providing Insights that Allow B2B Companies to Improve All Aspects of Customer Engagement

Business-to-Business (B2B) companies are under constant pressure to find efficiencies across complex, value-driven sales and marketing cycles. However, without a clear understanding of customer behaviors, businesses are left with little insight into how marketing and sales initiatives truly impact success rates.

Quantivo’s customer behavior analytics takes existing CRM, marketing automation, web analytics and other data and turns it into actionable insights that identify which customers, channels, sales teams, and touch points matter most. By providing a deep view into customer behavior across the sales and marketing cycle – web activity that signals a hot lead, marketing promotions that drive conversions, sales teams best-suited to close a deal, telltale signs of a customer’s pending renewal – Quantivo’s customer behavior analytics enables the discovery of valuable patterns and trends hidden in mountains of data or behind complex, expensive BI systems.

Quantivo puts these actionable customer behavior insights into the hands of frontline decision makers

to optimize sales and marketing tactics, improve lead profiling and routing, increase conversion rates, speed sales cycles, increase customer lifetime value, and more.

Quantivo in Action – Real ROI. Fast!

- **Benefit: Increased lead-to-close rates by 11%!**
A software company analyzed CRM data to discover the patterns in campaigns that prospects responded to leading up to a sale, identifying the most likely-to-close leads and increasing conversions.
- **Benefit: Increased web conversion rates by 16%!**
A telecom service analyzed web traffic to discover patterns that drive prospects to buy, enabling a more-effective web layout, and funneling prospects to deals.
- **Benefit: Increased competitive win rate by 6%!**
A services company analyzed win/loss data and found that sales team, industry, and competition were highly correlated. By changing lead routing rules, the company increased win rates.

Empowering Value Discovery

Simple operational reports from existing systems only give a sense of *what happened*, but do not answer *why it happened* or *what to do next*. With Quantivo, B2B companies can easily uncover customer behavior patterns that

Operational Reports:	Customer Behavior Analysis:
• What was our response rate?	• Which marketing channel was the most effective for this segment and product?
• Which reps converted the most leads?	• Which sales team is best to handle this specific customer via this channel?
• Did sales increase after the promotion?	• How quickly does campaign effectiveness erode over time?
• How many unique visitors did we have?	• What web actions indicate that a customer is ready for a promotion?

clearly show how best to segment leads, when to target them and via which medium, when they will buy, and which sales team is best equipped to close the deal.

By focusing on patterns and affinities across channels, products, processes, and markets over time, Quantivo identifies the most profitable segments, promotions, sales

routing, and strategies that B2B companies the edge needed to increase sales and marketing effectiveness, increase conversion rates, and ultimately drive more profits.





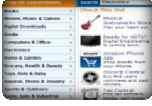


Customer Behavior Analytics for B2B Companies

Actionable Insight to Those Who Need it Most

Quantivo gives decision makers the power to dynamically explore customer behavior data, breaking free from the limitations of predefined reports, the complexities of proprietary query languages, and the bottleneck of data analysts and IT. Quantivo’s easy-to-use discovery tools present marketing, sales, sales operations, web, and other teams with customer behavior insights needed to drive new opportunities. Additionally, Quantivo extends the dynamic nature of analysis, allowing decision makers to follow their train of thought as they dive into a specific hypothesis, or to work faster when new or unforeseen behavior patterns are uncovered.

Profit-Driving B2B Applications

Quantivo provides insights that allow B2B companies to improve all aspects of customer engagement, from ensuring a compelling website visit for a new lead to increasing lifetime value across existing customers.

	<p>CRM Analysis</p> <p>Discover which interactions and channels result in conversions, purchases, returns, and more, and learn to predict and drive desired behaviors.</p>
	<p>Marketing Effectiveness</p> <p>Identify the most effective campaigns, channels, and segmentations, and learn how customers react to various messages and offers at various stages of the sales cycle.</p>
	<p>Promotion Effectiveness</p> <p>Understand targeting, promotion timing, and the resulting customer response behaviors and the direct and indirect impact on conversions, cycle time, and margins.</p>
	<p>Purchase Analysis</p> <p>Discover patterns in products purchased together and over time, and their relationships to geographies, segments, and customer lifetime value.</p>
	<p>Online Analytics</p> <p>Uncover factors that affect online behavior, marketing effectiveness, sales engagements, service and support, and visitor profiles that drive more clicks and more sales.</p>

Actionable Insight in Just Days

Quantivo’s Software-as-a-Service solution offers high-performance analysis in just days, putting customer behavior analytics into decision makers’ hands and quickly generating ROI. Quantivo’s streamlined onboarding process combines zero up-front investment with inexpensive subscription pricing, allowing entire companies or single departments to get started with powerful analytics both quickly and easily – as opposed to the millions of dollars and months required for traditional analytics applications.

ONBOARDING KICKOFF → SECURE DATA TRANSFER → WORKSPACE SETUP → VALUABLE CUSTOMER INSIGHTS!

Because Quantivo is provided as an on-demand service, there are no servers to purchase, no software to install and configure, and no on-going IT management. Just send data!