



# Intalytics

## PREDICTIVE ANALYTICS IN MARKETING

From supporting new location openings to optimizing performance for existing locations, look to Intalytics for marketing analytics and expertise. We develop and implement customized solutions to support your consumer acquisition, retention, and reactivation efforts, allowing you to make the most of your marketing spend.

- **Consumer Profiling** services from Intalytics illuminate the underlying demographic, psychographic, financial, and behavioral characteristics of the consumers you currently serve and those you hope to attract.
- **Targeting Models** enable you to improve business location performance by prioritizing households projected to yield the highest return on your marketing investment.
- **Offline** and **Online Targeting** solutions provide the direct mechanism for facilitating outreach to targeted individuals and households.
- **Response Analysis** measures a particular campaign's impact on your business, with ROI calculations provided across any relevant analytical measures.
- **Marketing Data Marts** provide real-time insights into your consumers, the effectiveness of your targeting campaigns, and performance trends related to your business.
- **Data Services** ensure that your consumer datasets are both accurate and complete.

**Contact us** to discuss how we might effectively partner in support of your ongoing outreach efforts.



**42%**  
*of marketers struggle  
to measure the  
impact of digital  
marketing efforts in  
driving in-store sales.*

(Source: Netsertive)

EXPLORE THE SOLUTIONS