EXPLORIUM

3 Critical Use Cases That Marketing Leaders Must Implement Today

The business landscape is rapidly changing, driven by shifting preferences and trends. Marketing in the past decade has become defined by its reliance on data to drive strategies. Understanding customers and potential buyers lets marketers build campaigns that drive higher ROI. The only issue with this model is that it depended mostly on your own internal data.

Using internal data is great when you assume that current conditions are going to remain unchanged — a dicey proposition even in the best of times. To make an impact with your marketing even in uncertain times, you need to take your own data and enhance it with external data that can give you a greater perspective. Even so, it can be hard to find the right tools to help gain this greater visibility.

So, how can marketers chart a course forward? How can marketers find the data they need to understand this new reality?

EXPLORIUM

Marketers, Meet Explorium

Marketers need better data but don't always have the time or luxury of looking outside of their internal silos for it. This is where Explorium comes in. You can connect your data streams to Explorium's platform and quickly enhance your ability to plan smarter strategies in a matter of minutes.

Embrace data science-driven marketing without having to invest in a data science team, and see results quickly. Instead of wasting your time collecting this data and qualifying it yourself, Explorium handles the heavy lifting for you, giving you the answers you need to chart a new course and maximize your marketing ROI.

End-to-end data enhancement

Your internal marketing data is a great start, but Explorium can make it better with just a few clicks. We'll connect your marketing data to thousands of other external data sources that can give you better answers, better visibility, and more complete user profiles.

Some of the data we connect your datasets to include:

- Social media analytics
- Search engine queries
- Online user behavior
- Geospatial data
- Foot traffic data
- Demographic and census data

We do the modeling so you can do the marketing

Building a data-science driven strategy can give your marketing an extra boost, but not if you have to spend months doing it. Explorium builds the predictive models and gives you the answers you need so you can focus on the real work — building a marketing strategy that gives you the biggest impact and ROI in any situation.

Start building new strategies, faster

Stop wasting time trying to make sense of your data, and let Explorium power up your marketing machine. Once you're connected to Explorium's platform, you'll start seeing results in minutes. We'll enhance your existing datasets with real-time, relevant information, and start getting you answers to your biggest marketing questions, from qualifying leads to building more impactful direct mailing campaigns. No coding, no heavy lifting, just results.

EXPLORIUM

Data science as a service (DSaaS)

Having the right tools at your disposal helps you make the biggest impact in the shortest amount of time. Explorium gives you the advantage of having a team of data scientists at your disposal — plus, their work is powered by the thousands of external data sources housed in our platform. That's DSaaS on steroids.

Tailored solutions for marketing overdrive

In today's fast-paced world, taking too long to get marketing insights means you're always a step behind. Instead of poring through tons of data, our team of data scientists tailors a solution to your specific business needs. We do the heavy lifting so you can find the best marketing strategies and move forward fast.

Instant ROI with better data

Unlike other DSaaS services, our data scientists have the power of the Explorium platform behind them. This means they're not limited to building predictions only using your internal data. The Explorium platform allows access to thousands of external data sources that can give more context to your internal data for stronger models and higher ROI.

Scale and strategize

From building a lead scoring model to expanding your ad bidding efforts and even creating smarter direct mail campaigns, Explorium gives you an ongoing strategic data science capability. We are not a one-and-done service provider, our team scales with your marketing needs for continuous impact.

EXPLORIUM

Explorium in the real world

It's not surprising that marketing teams that use Explorium see a quick uplift in their ROI. From lead scoring to ad bidding and lifetime value calculations, here are just a few ways Explorium has helped marketers make an impact in their organizations.

Want to see what Explorium can do for you? Schedule a call with one of our solution experts.

Smarter lead scoring

A global marketing firm used Explorium to develop a more effective way to qualify leads and improve conversion rates. They understood that internal data couldn't accurately account for rapidly changing tastes and priorities. They used Explorium to build a more comprehensive lead scoring model that included social media interactions, search engine queries, spending potential, and online purchases. The result was an 18% improvement in conversions and much more precise lead scoring.

Lifetime value predictions

A retailer was having trouble predicting which customers would be repeat shoppers and their lifetime value based on historic sales and engagement data. Using Explorium, they used online shopping behaviors, positive social media interactions, alternative credit scores, and more to zero in on their repeat customers and better prioritize and organize their marketing efforts. The result? An improvement of 16% in repeat business, and lowering their cost per lead from $100 to $75.

Direct mail optimization

An e-commerce business was building a direct mail campaign for a new promotion but quickly discovered that while the potential boost from direct mail was high, so were the costs associated with it. Moreover, their response rate was initially too low to justify continuing with the program. Using Explorium, they focused on customers who were more likely to respond based on demographic and census data, as well as remove age groups that were more comfortable being all digital. They boosted their response rates by 24% and saw a 14% uplift in ROI in a matter of weeks.

EXPLORIUM