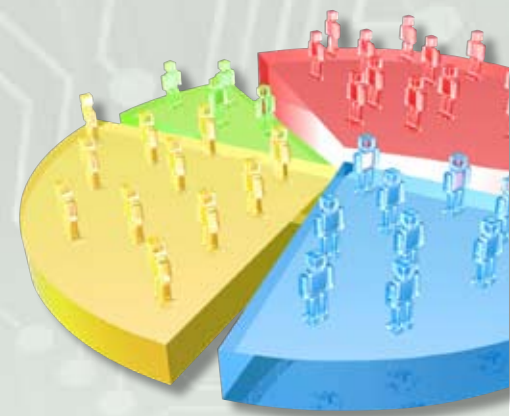


# Funnel a Flood of Customer Data into a River of Insights!



## How Strategic Analytics Works

Strategic Analytics is delivered by well-trained analysts who understand business strategy and have hands-on experience analyzing and mining data sets. Using a custom-designed analytic toolkit, our team:

- Identifies the “delta” between what you expect from your customer data and what that data actually deliver.
- Dissects and distills the data into fact-based insights that are actionable and lead to growth.

For example, a market leader in online services had raw data indicating that the company might no longer be the preferred provider in its space. A fresh look from our Strategic Analytics team showed that this wasn’t the case in the more profitable upper end of the market. As a result the company was able to refocus its resources to boost profitability in that market segment.

Marketers and business leaders are awash in an unprecedented amount of data – from such wide-ranging sources as the Internet, customer transaction systems, external and internal surveys and purchased research.

It comes together as both an opportunity and an obstacle. You can use the information to make better strategic and tactical decisions to grow the business, but you may not have the people or tools to employ it properly.

Channeling that data stream to allow for appropriate, actionable decisions calls for analytics that also are fueled by strategic insights. That’s where the Strategic Analytics service from Market Strategy Group comes in.

### The Outcomes

Our Strategic Analytics service leads clients to the specific strategic and tactical steps necessary to solve such pressing business issues as how to:

- Optimize pricing
- Assess channel effectiveness
- Identify competitive advantages and vulnerabilities
- Establish ROI for sales and marketing programs
- Improve segmentation efforts
- Clarify positioning
- Identify and pursue new growth initiatives

### The Next Step

A Strategic Analytics program offers value for any business seeking practical applications of customer data and can be completed within four to six weeks.

Learn how Strategic Analytics from Marketing Strategy Group can help your organization swim in a rising tide of data. Contact Michael Krauss, President, at 312-356-5737 or [Michael.Krauss@mkt-strat.com](mailto:Michael.Krauss@mkt-strat.com).



*We help clients set plans,  
drive results and pinpoint performance gaps.*