

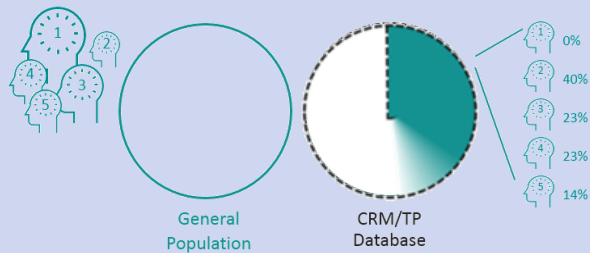
Breaking the silo's to accelerate your business results

Get more out of your data!

You want your brand to grow. You can grow by growing your customer base via establishing a strong brand connection and providing optimal experience. Or you can grow by increasing the value from your current customers via advanced CRM database analytics.

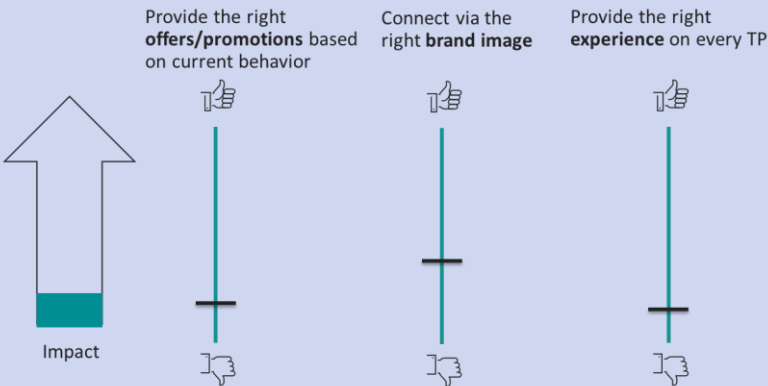
Bring two worlds together

Market research gives you insights and understanding on distinctive customer groups in your market. Each of these groups are distinctive towards their motivations, (brand) attitudes, their switching behaviour and needs during their customer journeys. By surveying a part of your customer database and using advanced modelling techniques we can assign each customer in your database to the distinct customer groups in the market. Leveraging all the research insights to your current customer base.



True partnership leads to better decisions

From the CRM database we can identify the lifetime value of customers – from the research we understand their switching behavior. Overlapping both insights leads to richer strategies, which can be monetized to understand the full potential in the market. On top, our simulator allows you to run *what-if* scenario's to understand whether it is a matter of adjusting your offer, improving your brand or improving the experience you offer.



Ipsos and DataBay partnership

At Ipsos we believe in the power of combined data. By partnering up with DataBay we are bringing the world of research and customer data analytics closer together. This is how we bring you more valuable insights into how to grow your brand and business.

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GAME CHANGERS

