

## BEST PRACTICES IN B2B MARKETING: A DATA-DRIVEN APPROACH

84%\*

of B2B marketers currently use analytics to improve marketing performance

65%\*

of B2B marketers have reported an increase in sales revenue of over 10% after the use of analytics

### Campaign Planning

- Identify consumer preferences, pain points and trends: this helps marketers understand need states and demand spaces
- Measure fluctuations & peaks in demand: this helps marketers ride demand waves

 Social media data
  Demographic data
  Weather data
  Historical transactional data
  Sales data



Understand travel routes, destinations, time of travel that can be used to forecast fuel pit stops across the United States






### Segmentation & Targeting

- Identifying multiple micro segments to target: this helps marketers improve campaign effectiveness and ROI

 CRM data
  Sales data
  Social media data
  Spending patterns

### Campaign design

- Create customized campaigns: increases campaign performance by catering to individual preferences
- A/B testing: helps test multiple campaign designs and identify those that are performing better at an early stage
- Optimize Media Mix spends: identify channels that are performing better and therefore increase ROI
- Optimize frequency and timing: helps increase impressions

 HTML data
  CRM data
  Survey data
  Advertising data
  Historical campaign data



Help franchises increase sale by creating customized cross-sell campaigns



### Campaign support

- Identify opportunities to cross-sell across channels: by providing multiple touchpoints with recommendations based on customized consumer intelligence

 HTML data
  CRM data
  Historical data
  Transaction data
  Customer Support Logs

### Campaign effectiveness

- Understand real-time performance of campaign across digital channels: helps marketers adjust campaigns to get maximum ROI
- Measure consumer perception and impact on brand and competition: to understand intended and unintended impact of campaigns

 HTML data
  CRM data



LatentView helps companies drive digital transformation by helping them combine digital and traditional data to gain a competitive advantage. We provide a 360-degree view of the digital consumer, enabling companies to predict new revenue streams, anticipate product trends and popularity, improve customer retention rates and optimize investment decisions.

For further details, visit us at: <http://www.latentview.com/>