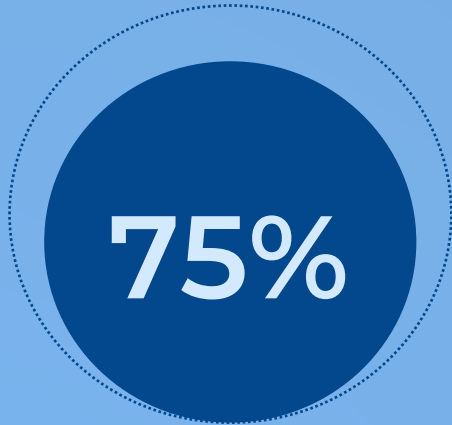




Get a 360 Degree Customer View  
With Actian Avalanche™ Analytics

# COVID-19

HAS UPENDED CUSTOMER LOYALTY  
AND THE BUYERS JOURNEY



OF U.S. CONSUMERS HAVE  
TRIED A NEW STORE, BRAND,  
OR NEW WAY OF SHOPPING  
DURING THE PANDEMIC

McKinsey 2020

40%

INCREASE OF  
CUSTOMERS PURCHASED  
GOODS ONLINE

84%

HAVE USED DIGITAL  
CHANNELS MORE  
THAN IN 2019

# TOP 3 CHALLENGES

IDENTIFIED BY MARKETERS IN 2020

46% Adopting New Marketing  
Solutions

41% Get Existing Solutions To  
Integrate with New Ones

41% Creating new content for  
customer engagement

Aquia 2020 Industry Survey

THE NEED FOR A 360 VIEW AND REAL-TIME  
CUSTOMER INSIGHT HAS NEVER BEEN  
GREATER OR MORE CHALLENGING

# Customer 360 Real-time Analytics

A true 360-degree view of a customer can't be sourced exclusively from internal data let alone from a single system or department. Traditional CRM and data warehouse systems can't handle all the data sources needed. Actian simplifies customer analytics with a modern hybrid-cloud data analytics platform with built-in data integration and preparation, accelerating the mining of available data sources and delivering 360-degrees of actionable customer insight.

With Actian's analytics portfolio, organizations can rapidly personalize the customer experience through micro-segmentation, next best action, and market basket analysis while improving customer acquisition and retention through campaign optimization, and churn analysis to increase customer loyalty.

## Customer Profile

Granular, multi-channel, real-time customer profile analytics can tell you about your customers, the best means to connect, the targeted offers that will resonate, their predilection to churn, and the best ways to personalize the entire customer experience to win more business and drive-up loyalty levels.

## Micro-Segmentation

Create superior customer experiences with targeted offers and responses resulting in a higher return on investment. Uncover relationships between customers and key purchase drivers deriving the value of each customer while identifying new segments that provide a competitive advantage.

## Next Best Action

Maximize long-term customer value by not only predicting what a customer will do next but by influencing their next action as well.

## Campaign Optimization

Stand out in a crowded market and capture more wallet share using Actian to deploy effective, innovative, highly personalized campaigns through deep analysis.

## Market Basket Analysis

Increase revenue by uncovering your most profitable product groupings, learn which products benefit most from associations with other products, understand optimal shelf arrangements, and better target marketing and promotions.

## Customer Churn Analysis

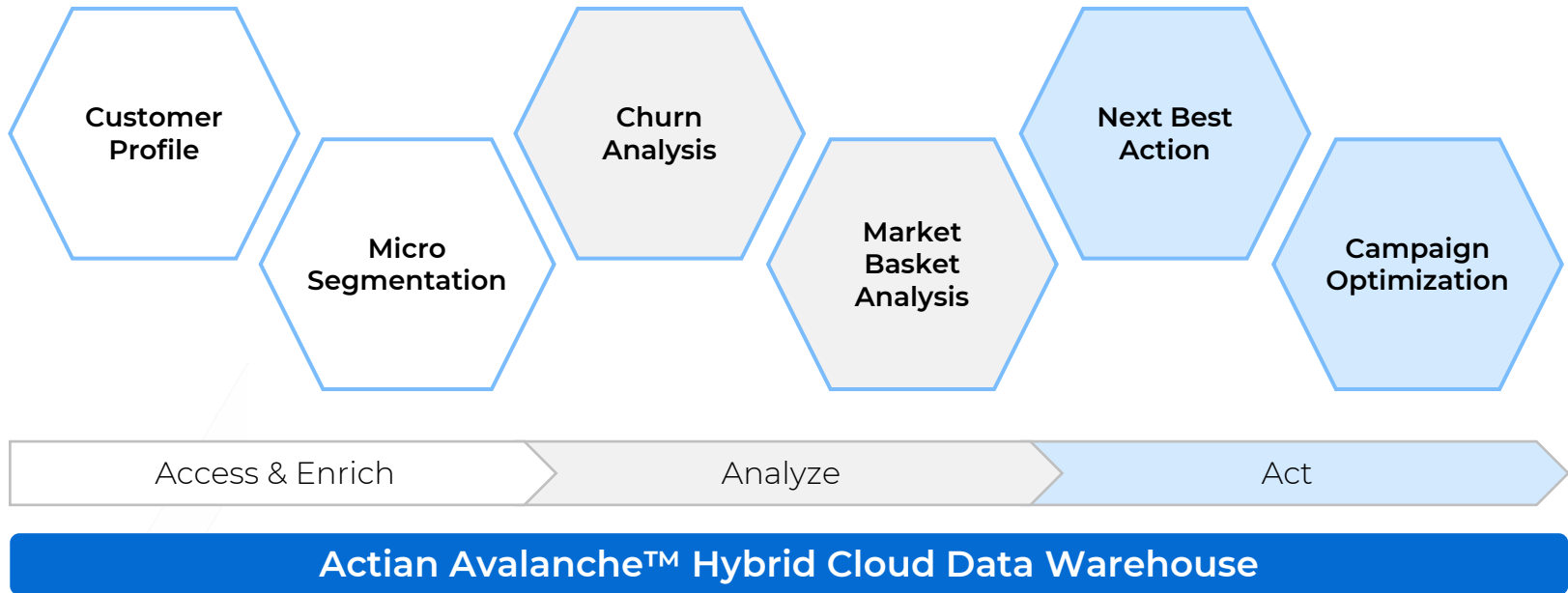
Discover customer classifications and assign customer lifetime value and churn scores to understand and monitor which customers you can't afford to lose. Generate raw churn predictions informed by individual customer profitability.

**KIABI**  
la mode à petits prix

“Our business users can now analyze all our markdowns, and with a much finer granularity. They can drill down and gain insights into sales and marketing performance that weren't available before.”

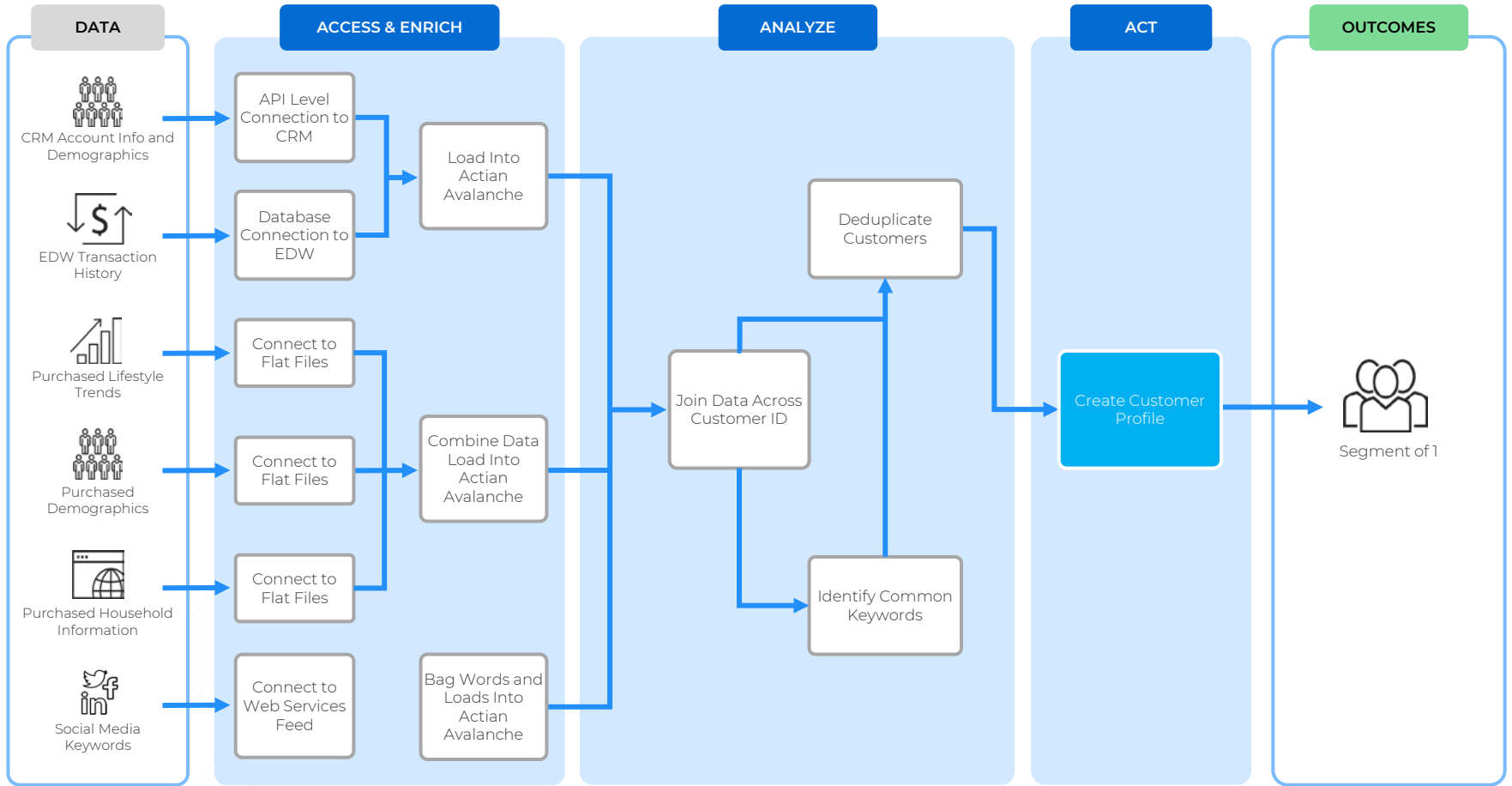
– Jean-Francois Rompais,  
Head of IT Architecture, Kiabi

# Customer 360 Real-time Analytics, Data Integration and Management in One

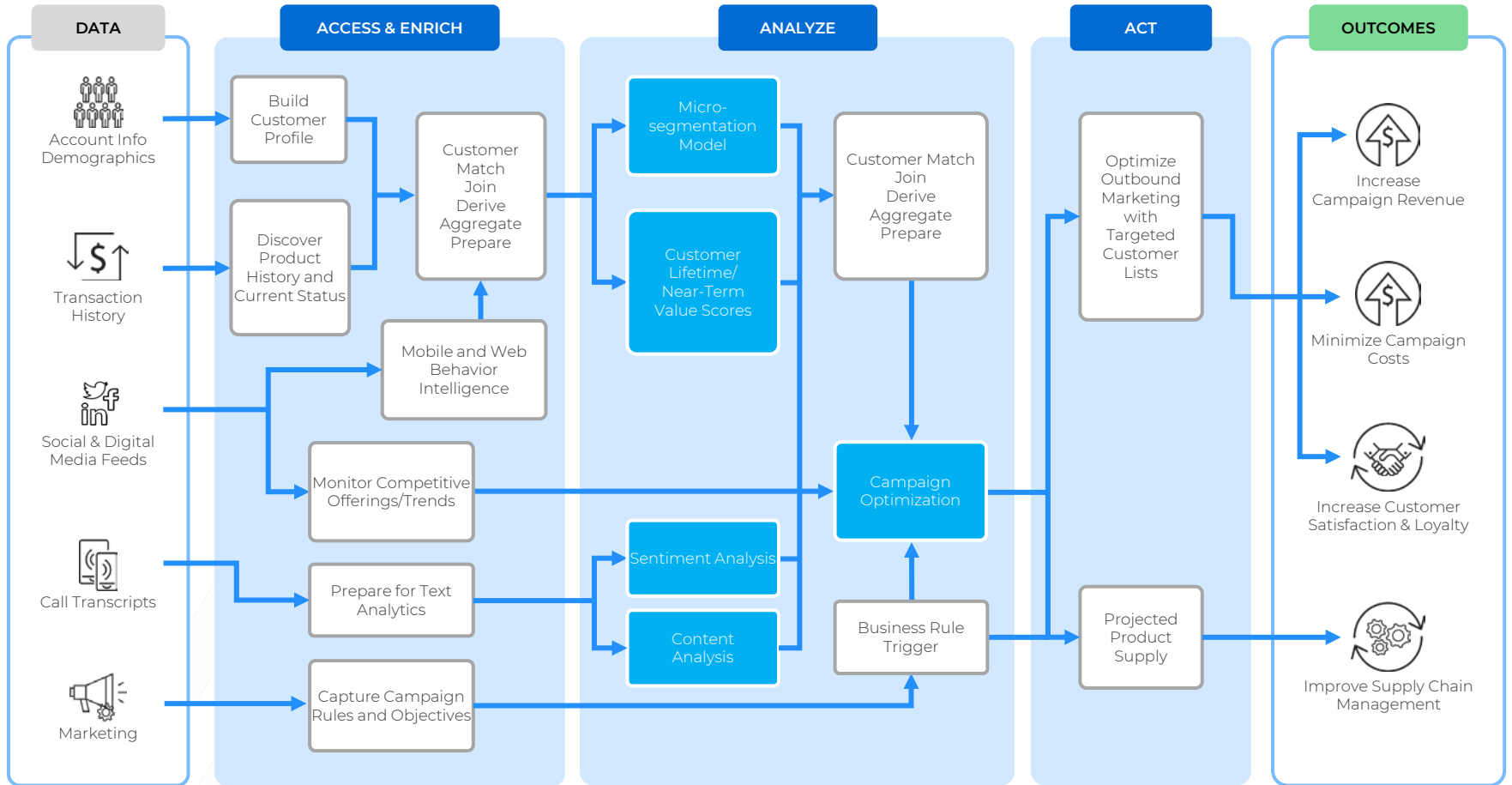


Actian Avalanche™ hybrid-cloud data warehouse, integration and management platform combines one of the industry's fastest hybrid-cloud data warehouses with self-service data integration in the cloud, to create better customer insight easier and faster.

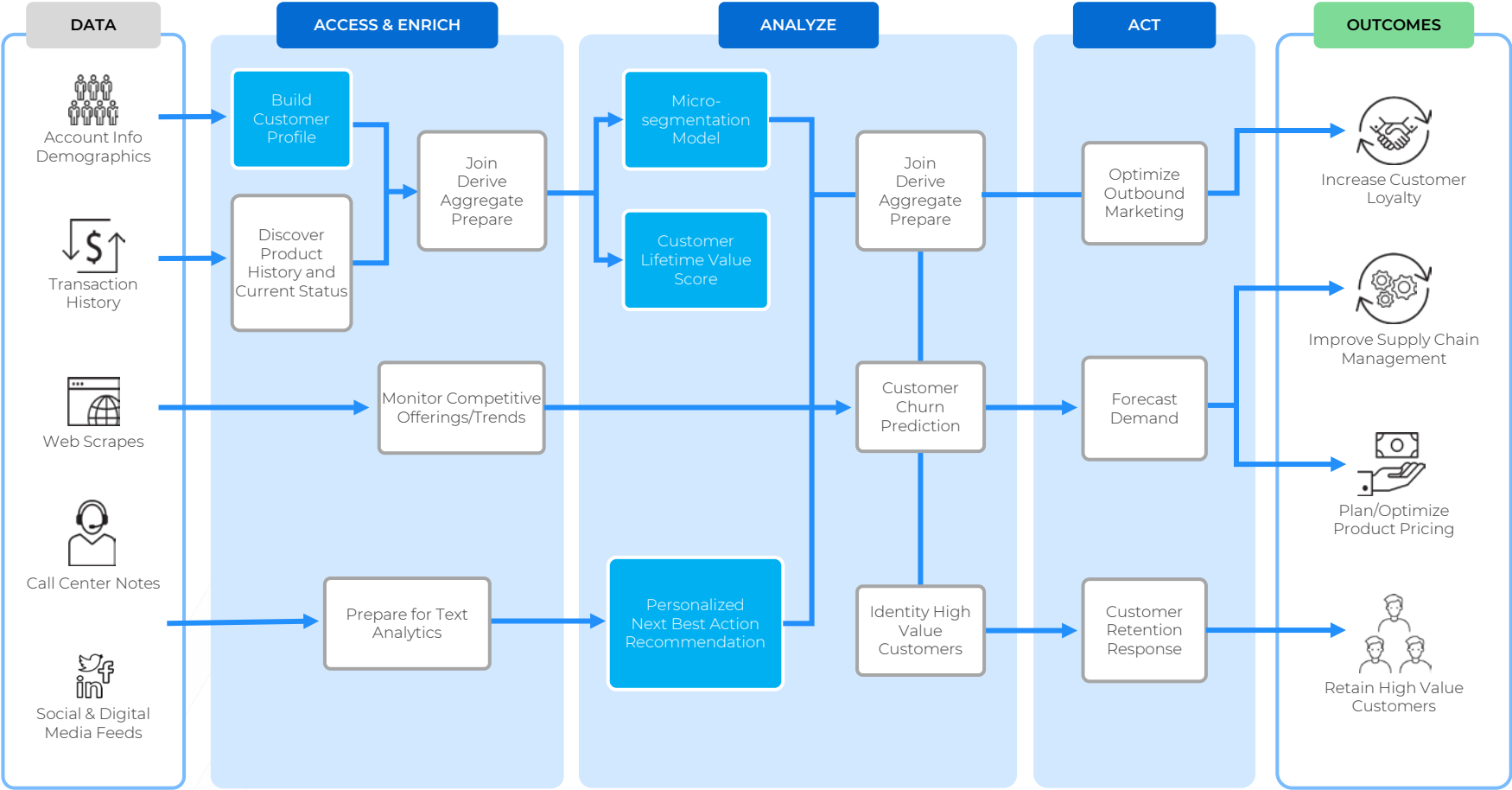
# Build a Consolidated Customer Profile



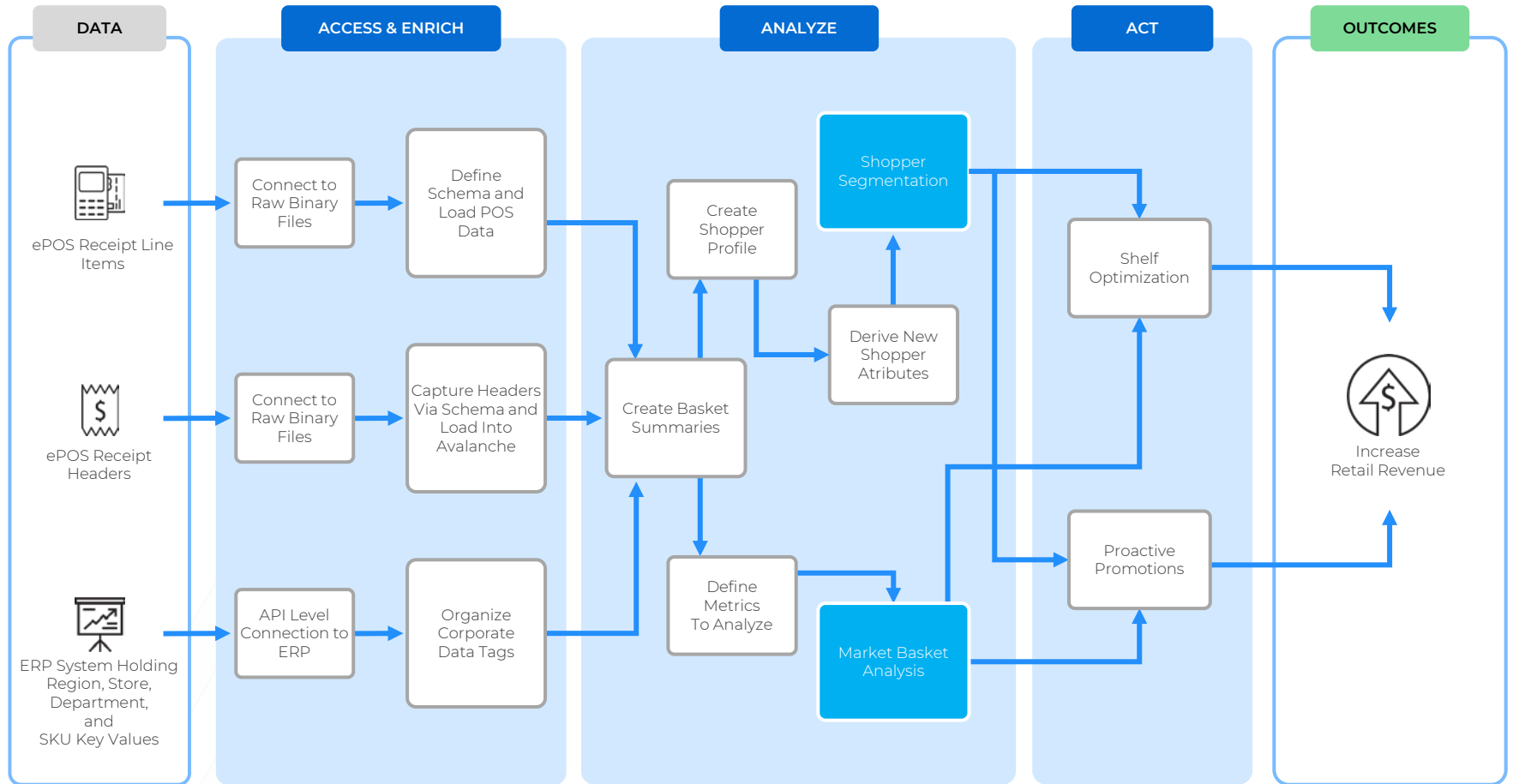
# Optimize Campaign ROI



# Analyze Customer Churn



# Uncover Cross-Sell and Upsell with Market Basket Analysis





# Customer 360 Real-time Analytics

## 1 Customer Profile Aggregation

Real-time analytics for Customer 360 requires data aggregation across enterprise apps, data lakes, and external data sources.

## 2 Real-time Customer Analysis

Actian Avalanche Cloud Data Warehouse delivers superior price-performance delivering analytics for actionable insights in real-time.

## 3 Built-in Data Integration

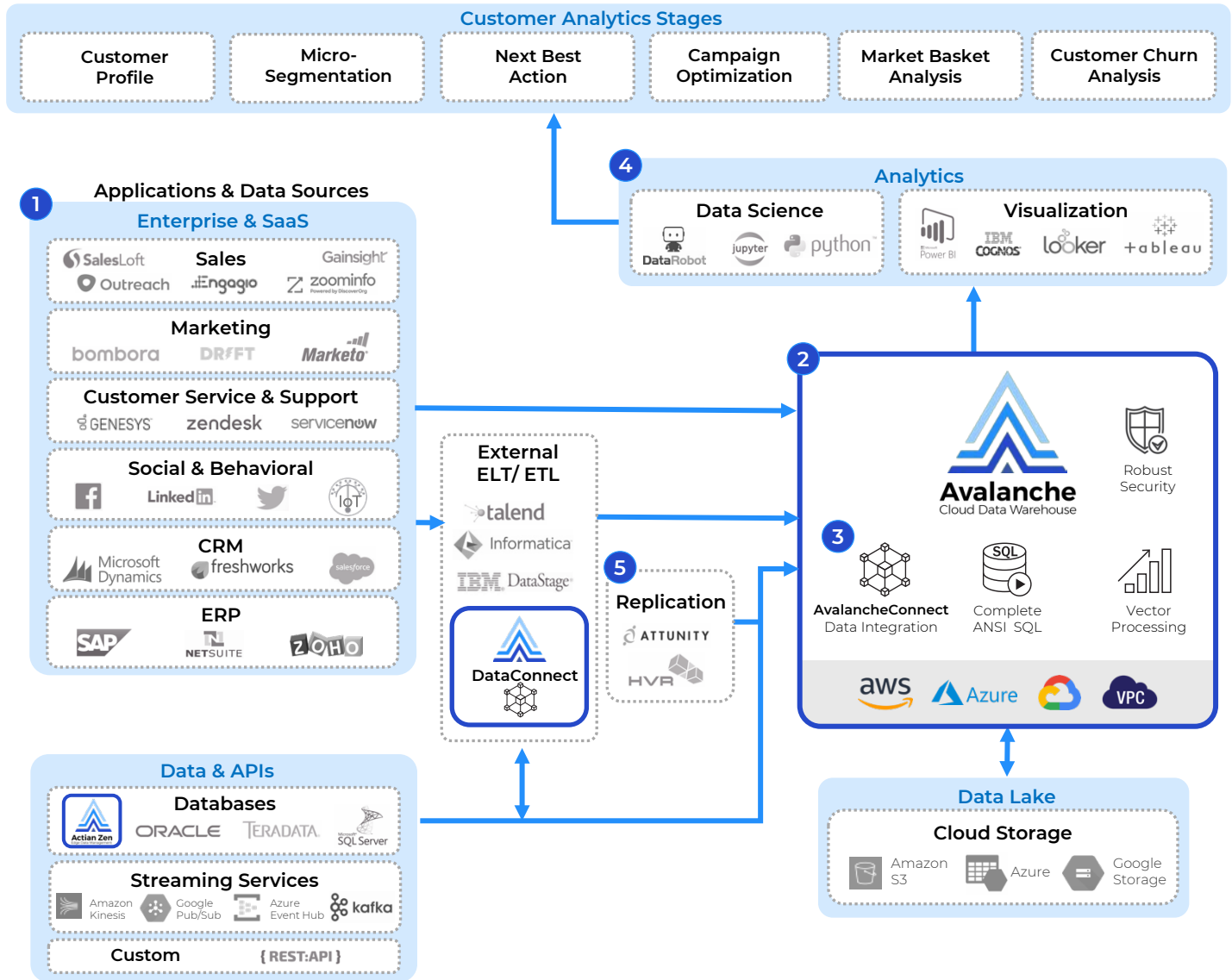
Actian AvalancheConnect includes drag-and-drop support for thousands of different applications and data sources.

## 4 Popular BI, Data Science Tools

Avalanche has built-in support for popular BI and Analytics libraries, visualization, and data science tools and platforms.

## 5 Patented Approach

Actian Avalanche's patented trickle-update capability supports near-real-time replication from operational systems.



## ABOUT ACTIAN

Actian, the hybrid data management, analytics and integration company delivers data as a competitive advantage to thousands of organizations worldwide. Through the deployment of innovative hybrid data products, fully managed cloud services, mobile and edge data management solutions, Actian ensures that business-critical systems can analyze, transact and connect at their very best – both on premise and in the cloud. Thousands of forward-thinking organizations around the globe trust Actian to help them solve their toughest data challenges to transform how they power their businesses with data.

For more information, visit [www.actian.com](http://www.actian.com).

