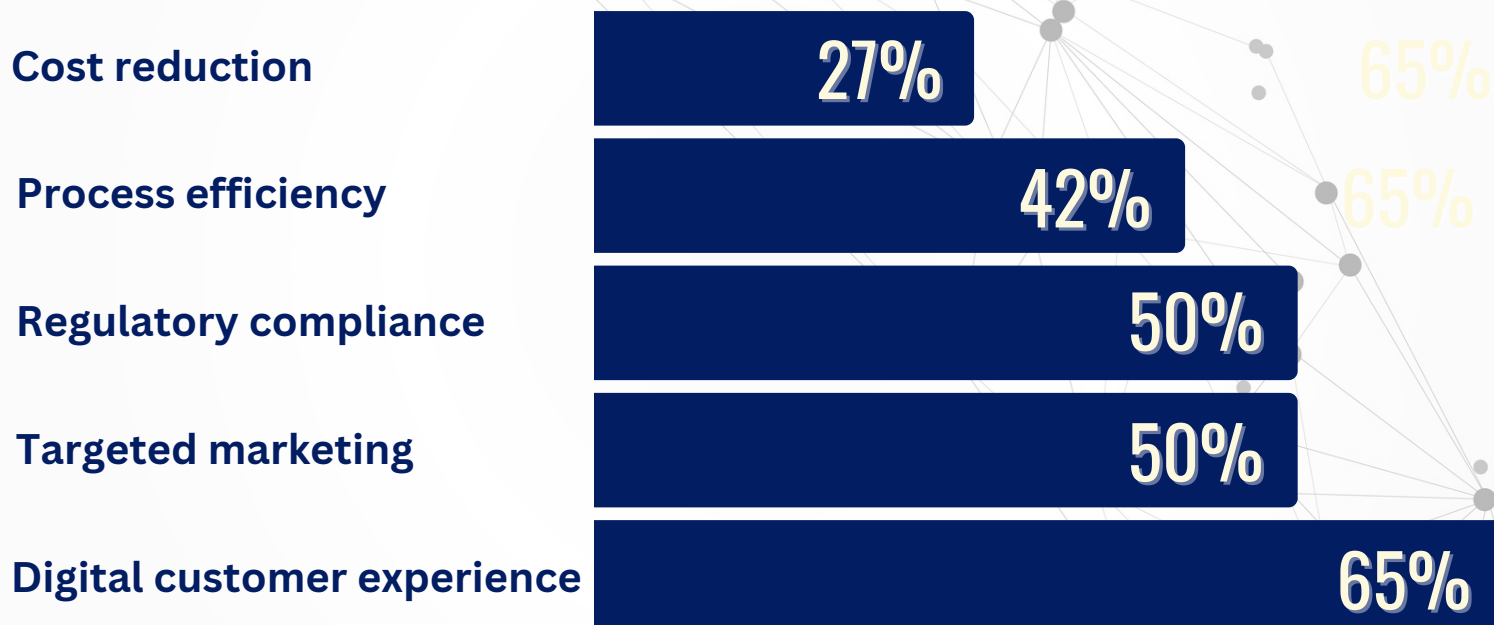


Leveraging Actionable Insights

Why Customer Analytics Matters



Gearshifting Results



62%

Financial Institutions agree that data analytics is critical to their success



Financial Institutions are adopting analytics as a service

10x

faster than today



ROI of

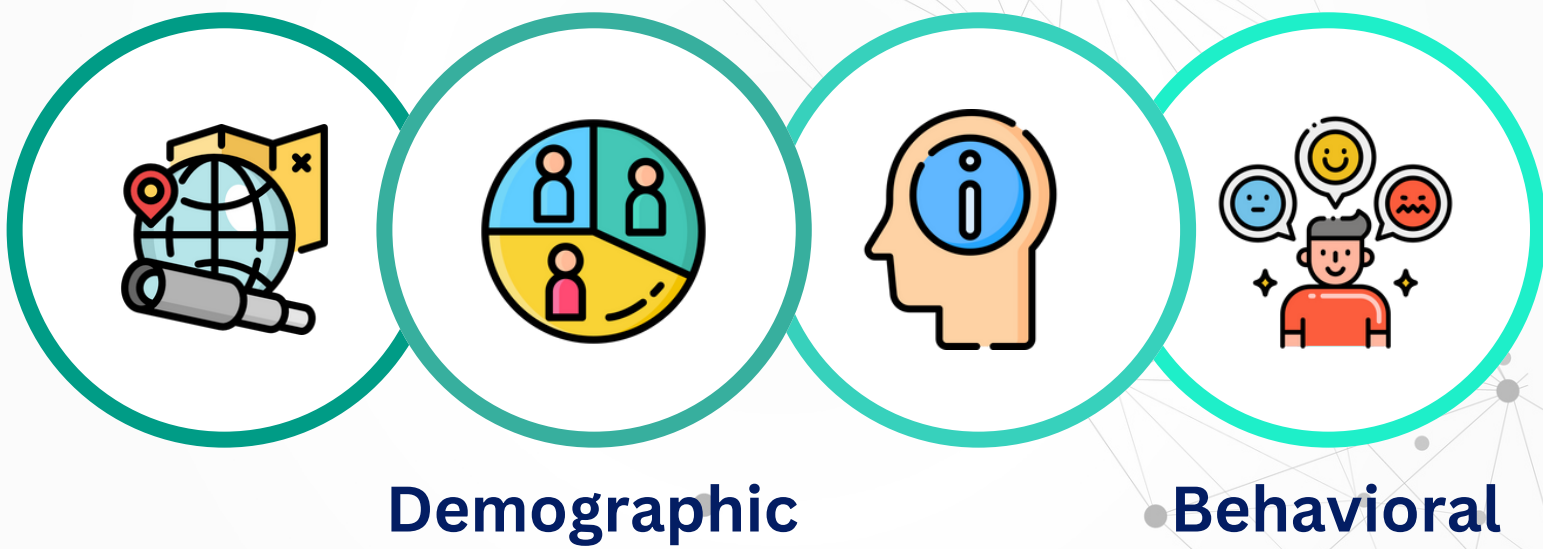
11%

for every dollar spent on analytics

Decoding Customer Actions

Geographic

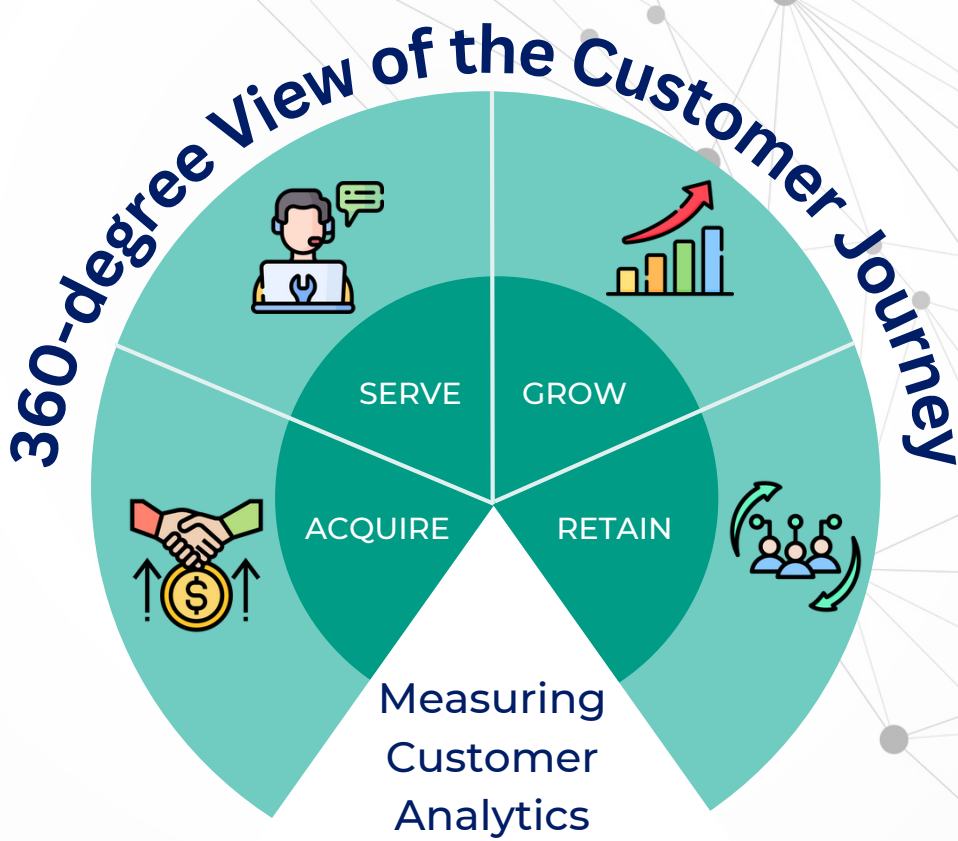
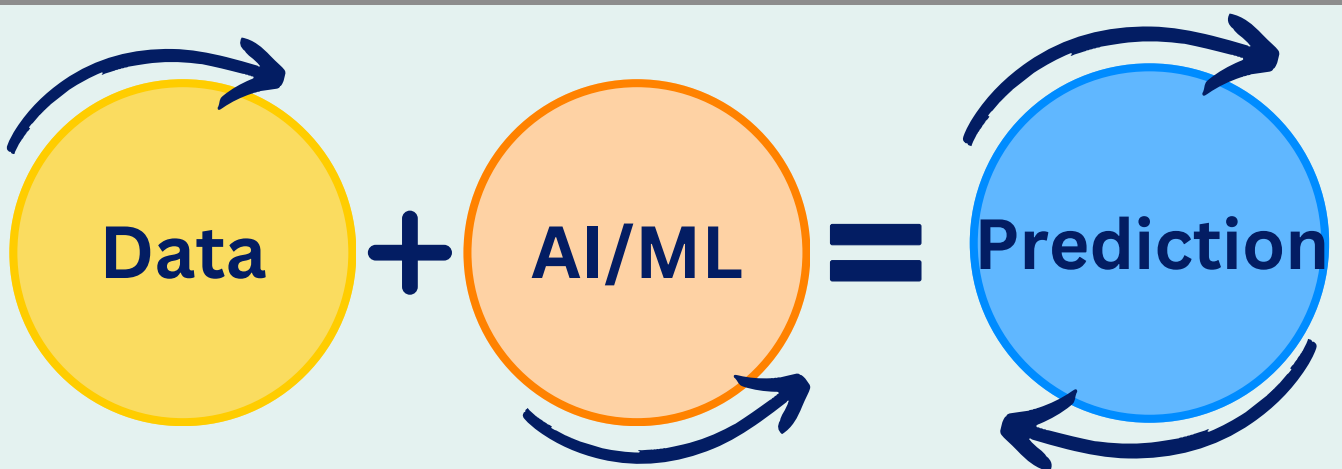
Psychographic



Demographic

Behavioral

Predictive Analytics



Data-Driven Financial Institutions are



34x

More likely to acquire customers

23x

More likely to retain those customers

15x

More likely to be profitable

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