

BEYOND SISENSE

Becoming a fully
data-driven organisation



 SISENSE

profusion

Fully embracing Sisense is an excellent choice for any organisation. Its range of powerful tools provides real time, live insights on how your business functions - taking a lot of the risk and unknowns out of major decisions.

While understanding what is happening now is a great asset - predicting what is likely to happen in the future can be a game-changer. This is where Profusion can help you take your insights to the next level.

Profusion is one of the UK's longest standing Sisense partners with experience implementing Sisense's platform for global companies including Unilever, Feld and HSBC. The award-winning Profusion team has a real depth of data engineering, architecture and visualisation experience to get you set up on Sisense. In addition Profusion have experts in data science, consulting, digital marketing, development and UX, making us a one stop shop for any company's business intelligence, and broader data needs.

We were one of the first companies to partner with Sisense in the UK. This has given us years of experience getting the most out of Sisense for our clients by combining the powerful insights it generates with cutting-edge data science techniques. For example we can:



Create models that predict the future behaviour of your customers

Such as when they might churn, what and when they might purchase and their lifetime value to your business.



Build a bespoke recommendation engine for your customers

This will drive purchases by using your customer's behaviour to provide tailored product recommendations to them.



Attribution modelling

Used to identify individual elements of a campaign that result in the biggest payoff (revenue/ conversions/ROI generated). We focus on two bespoke models; a game theoretic approach and a predictive model approach to identify the optimal media mix spend using a combination of methods from game theory and statistics. The game theoretic approach provides a clean way of identifying the relative contribution of different marketing channels on sales. The statistical approach allows for our findings to take on a predictive element and allows us to estimate what a slightly different marketing mix might produce if we were to adopt it.



Marketing Optimisation

We can develop algorithms that will reveal the marketing offers, channels, times and even language used that has the biggest impact on your customers. Not only will this reveal to you the potential impact of a future market campaign, it can lead to the automatic testing and generation of the ideal content and strategy for every marketing initiative.



This list could go on and on, however, the key takeaway is that we can leverage all your existing technology to answer pretty much any business question you might have:

- What products should you develop?
- Who should you target as a new customer?

- Which customers might you lose and how can you keep them?
- How effective are your marketing initiatives?
- What can I do to maximise the effectiveness of my marketing?
- How can you improve customer service?

Getting started

We work with businesses every stage of their journey. Some come to us with specific questions they want answered. Many, however, approach us because they know they should get more insights out of their data but they

are not sure what to do next. If you are the latter, have no fear, we can work closely with you to give you a great menu of options with fully transparent predicted ROI, costings, strategy and next steps.



Your team of experts

When you decide exactly what you need, we can bring the full weight of our data scientists, architects, visualisers, developers, consultants, marketers and project managers to create you a roadmap to get you where you want to go.

Our approach

Our approach is tailored directly to your needs. If you want us to be onsite working and training your existing team - no problem. If you prefer a hands off 'show me the results' approach, that's fine too. We build a team around you with the approach, skills and experience that best matches what you want and need. The boutique experience with Profusion means that you are not shoehorned into a one-size fits all approach favoured by larger organisations.

Your results

We know your time and money is precious, which is why we work in an efficient, no-nonsense way. You are not bombarded by technical fluff or marketing doublespeak, our entire team knows that it is all about results.

When we complete your chosen assignment we provide a full report on what happened and what we think you could do next. If, for example, we're working with you to build a recommendation engine, we won't just deliver it and walk away. We'll ensure it is fully integrated with your systems and your team is fully trained. We can also provide ongoing support to maintain it and upgrade it as you needs change.



Customer acquisition

In an age of increasing sensitivity over customer data, we help you expand your market base within a compliant regulatory framework. We create personas to identify your target customers, help you build or grow your database using loyalty schemes or competitions, and build insight on your existing database through progressive data capture.

TRADEPOINT CASE STUDY

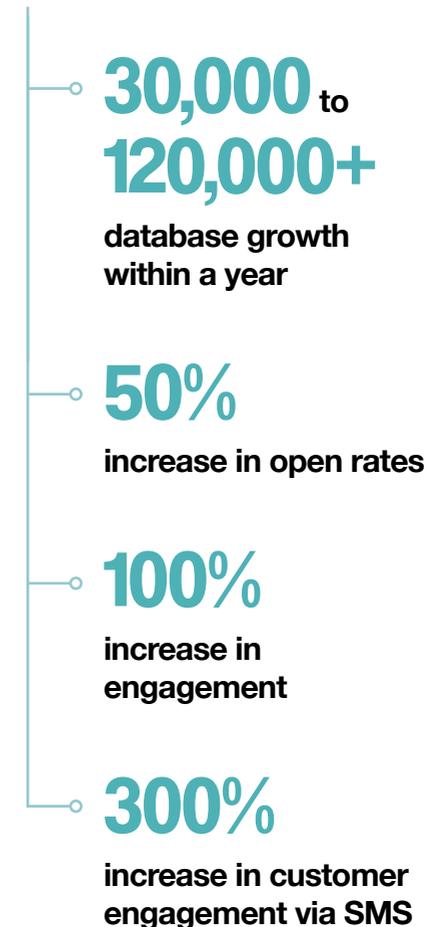
Challenge

Our client lost over 80% of its contactable customer database following GDPR in May 2018. It needed to rebuild and grow a regulatory compliant database by gaining explicit marketing consent from all customers.

Solution

- We helped our client establish a new approach to acquiring and retaining customers through a **loyalty scheme**.
- We provided additional value through **loyalty tiers based on spend**, attracted **new customers**, and gained **explicit consent for marketing** at the same time.
- Using service communications we **drove customers to engage with a loyalty landing page** which highlighted all the benefits of opting-in to receive marketing communications.

Impacts



BOILER ROOM

Generating critical audience insights

Gaining critical insight into your customers' behaviour enables you to design well targeted campaigns as well as engage advertisers and leverage commercial partners.

BOILER ROOM CASE STUDY

Challenge

Our task was to deliver data and insights on our client's Gen Z audience behaviour in four major global markets (UK, US, France, Germany), with the aim of informing its marketing and commercial strategy.

Solution

- We ran an on-site discovery workshop with Boiler Room team to define the scope of the project.
- We deployed surveys to Boiler Room followers, leveraging the contact database created on the back of its events portfolio.
- We developed a control sample and comparison for Boiler Room Audience data.

Impacts

- Our client shared our research findings at **Advertising Week Europe** highlighting key trends from the project
- **Critical insights** revealed granular Gen Z characteristics around behavior, purpose, social activities and platform engagement
- The insights enabled our client to **leverage its audience** to secure commercial partnership and sponsorship deals

What next?

If it sounds like we can help, do not hesitate to contact our team. We can assess your needs within days - offering transparent no nonsense advice, pricing and strategies.

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