

Solution Brief

AgilOne Data Science Powers the Bronto Marketing Cloud

AgilOne's Predictive Marketing Analytics come out of the box with bi-directional Bronto integration to give you an accurate portrait of your customer base, improve email conversions and efficiency, and raise customer engagement, loyalty and revenue.

See what AgilOne and
Bronto can do for you.



1. Get an Accurate Look at your Customers

AgilOne powers the analytics that drive Bronto email marketing campaigns

Get your customer data in order AgilOne puts huge amounts of information to work by automatically collecting, cleansing, linking, de-duplicating, merging and augmenting data from all of your disparate data sources.

Create precise customer segments AgilOne automatically segments your database into clusters based on their past purchase behavior, product/brand preferences and engagement to give you a complete picture of customer intent.

Understand what each customer is likely to respond to AgilOne's pre-packaged predictive models give you insight into each customer's likelihood to engage and buy.

Build Facebook Custom Audiences Understand behaviors of your best customer groups and extend to audience's Facebook accounts to correlate interests and potential buying habits.

2. Send Hyper-Targeted Bronto Email Campaigns

Fully optimize your email marketing and campaigns

Optimize pricing and discounts Respond to each customer's digital footprint across online and in-store channels to offer the right products at the right price with predictive discounts and special offers.

Craft more relevant customer welcome programs Personalize early customer communications with individualized next-best product recommendations, future discounts, and free samples. Reduce the percentage of "one-and-done" customers from 70% to 30%.

Deliver accurate product recommendations AgilOne's user-to-product and product-to-product recommendation models automatically feature products each individual customer or cluster will respond to, including next-sell and cross-sell recommendations.

Bring back lapsed customers Show customers you haven't seen in a while that you miss them with a personalized offer for their favorite brand or product line.

3. Boost Sales, Conversions and Customer Loyalty

Get better results and raise customer lifetime value

Reduce abandoned carts and searches Use targeted incentives like bonus points, discounts, or free samples or shipping to ensure your most valuable customer groups complete their transaction.

Improve cross-sell opportunities Offer online vouchers that can be redeemed in your stores to drive more foot traffic, improve the cross-channel value of each customer and expand their purchasing footprint.

Grow customer lifetime value By optimizing customer engagement, increasing repeat purchases and raising average order value, you'll create more profitable customer relationships and grow lifetime value across channels.

Use Cases

Online retailers experience the power of predictive analytics

Many online retailers have yet to experience the full potential of deep customer analytics, but for AgilOne/Bronto customers who have taken the plunge, they've quickly learned the value of 360-degree customer profiles and insight into cross-channel buying behavior and trends.

Predictive analytics substantiates some information that marketers already suspect – such as how men's and women's buying preferences vary or how certain products sell better at different times of the year – but they also highlight things they often don't know, such as how many (and what type of) customers buy in store vs. online channels, or both.

AgilOne's data science gives these companies momentum to rethink how they conduct Bronto email programs, helping them:

- See customers that purchase multiple categories, such as men's and women's products or high-end vs. low-price items, to understand the cross-category behavioral relationships.
- Profile high-volume purchasers and target them with high-frequency predictive email campaigns.
- Identify customers who buy and return products regularly so they can better prioritize marketing resources.
- Market to customers who "enter the brand" with a lower-price offering and traditionally come back for more.

The 360 degree customer profiles not only drive better email campaigns but can also aid the sales organization to target high-value customers.

And for companies with modest marketing budgets, the AgilOne/Bronto solution gives the marketing department the hard data it needs to attain, and even increase, marketing spend to conduct better email campaigns.



About AgilOne

Join the predictive marketing revolution

AgilOne's cloud-based, all-in-one platform comes out of the box with an advanced data quality engine, predictive models, 400 BI metrics, and integration with email campaign management tools like **Bronto**.

Data Management

AgilOne brings together hard data like transactions with soft data like email and website engagement to form a complete picture of customer preferences and intent

- Input preparation ensures your databases and data tables are setup properly with no broken links or outliers
- Standardization keeps all data fields formatted correctly
- Data cleansing corrects spelling mistakes and checks accuracy of all data
- Dedupe customers and link all disparate customer and household data

Predictive Analytics

AgilOne's predictive analytics engine shows you multi-channel activity across email campaigns, as well as web, mobile, direct marketing, call-center and point-of-sale operations.

- Dashboards and ad-hoc pivot analysis show customer segments and sales analyses
- View customer lifetime value by channel and campaigns when integrated with Google Analytics
- Advanced clustering targets customers based on their behavior, brand and product preferences
- Predictive models include likelihood to buy
- Recommendation models include next-sell, upsell, and cross-sell

Campaign Execution

Automate and optimize customer touches with AgilOne campaign management integration with:

- Email frequency and content optimization per customer segment
- Abandoned cart remarketing campaigns
- Dynamic web content based on interests, needs or product preferences
- Surgical discount offers across multiple channels
- 360Profiles for sales and call center reps

Want to learn more? Contact Us

Global Headquarters

1091 N Shoreline Blvd.
Mountain View, CA 94043
USA
(877) 769 3047

European Headquarters

16 St Martins le Grand
London EC1A 4EN
+ 44 (0)207 397 8357

New York

18 West 18th St.
11th Floor, Suite 1119
New York, NY 10011
USA

Email Us: info@agilone.com