

Opinions & Papers

TOO MUCH INFO; NOT ENOUGH KNOWLEDGE?

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Most companies are inundated with data from all sides: profiles, transactions, purchase history, entry touch points, addresses, web analytics, e-mail analytics, social media trends, and on and on and on it goes. Thanks to technology, marketers can query anything and be presented with reams of information. But is the information you have as useful as you want or need it to be? Does it help you develop effective growth strategies and tactics?

We understand how frustrating it is to feel you have rich knowledge buried inside a lot of information. So we take an unusual approach to data.

We start by understanding the big-picture business and brand questions you're trying to address, then we analyze your data holistically to determine the answers you already have. This adds brand-oriented synthesis to data analysis and gives you an informed understanding of the picture your data paint, behavioral themes that emerge, and what customers trying to tell you as they engage with you.

From there, we shift our focus to a broader context, looking at external trends and patterns by appending your data to market conditions. This helps turn information into knowledge and ultimately into effective strategies and tactics—and those ultimately lead to increased revenue.

Albert Einstein said, "Information is not knowledge." We're with Einstein. Information is the foundation from which you build knowledge.