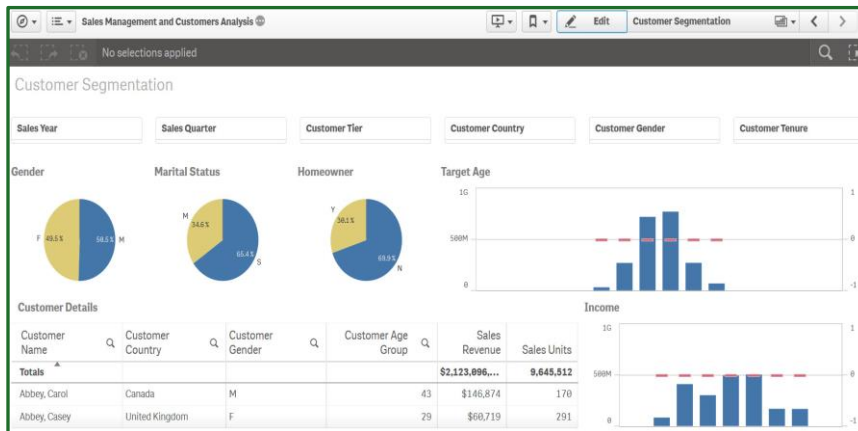




# Qlik® for Customer Segmentation

Understanding the customer is key to the success of any business, and even more so in challenging market conditions. Marketing teams are under growing pressure to deliver outstanding service to their customers while leveraging analytical solutions that will give them a competitive advantage. With Qlik visual analytics, organizations can utilize analytics on integrated customer data to help marketing teams target the right prospects and strengthen relationships with their most valued and profitable customers.



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## Key solution benefits

Qlik offers visual analytics capabilities that unlock the power of information for customer segmentation.

### Cost Reduction

- Improves customer segmentation and helps identify profitable target markets
- Improves forecasting and tracking of initiatives productivity and customer satisfaction
- Provides cost reduction opportunities by targeting specific customers for cross selling and upselling opportunities and customizing marketing efforts from personalized target lists
- Quantify important marketing KPIs such as customer lifetime values, activations, and churn

### Adapt ahead of the changing consumer

- Provides a Visual Analytics Platform, where massive customer data can be integrated from numerous sources, and presented through relevance and context – gaining a firm grasp of what customers want and how to address demand profitably
- Leverage customers' purchasing trends, and drill-through numerous dimensions in highly interactive visualizations
- Employ powerful analytical capabilities to understand and engage customers today and anticipate their priorities tomorrow