ENHANCING CUSTOMER ANALYTICS WITH NEW DATASETS

Many GBs of data generated for every customer every day

Manthan leverages the most useful data to power customer analytics

- Hyper-local Marketing
  - Bring together purchase, loyalty, mobile and geo-demographic data to identify marketing opportunities.
  - Leverage customer and cross-device behavior data to recognize path to purchase and strategize with right message on the right channel.

- Path to Purchase Mapping
  - Recognize customer across multiple devices to create a single customer or household ID.
  - Recognize engagement of customer with content on digital assets across device.
  - Mash content engagement with historical purchases to recognize true purchase intent.

- Weather
  - Leverage purchase and weather data to identify correlations and reasons for performance.
  - Predict future demand and opportunities based on weather patterns.

- Partnerships with leaders in data solutions
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  - Manthan can integrate with data sources of choice

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Manthan is a leading cloud analytics company that has pioneered analytical applications for consumer-facing businesses. We excel in the application of decision sciences, advanced math, and artificial intelligence and have a restless ability to invent and bring ideas to life.

Headquartered in Bangalore with offices in Santa Clara, London, Dubai, Mexico City, Singapore and Manila, Manthan’s current client footprint spans 22 countries. Leading investment firms like Norwest Venture Partners, Temasek Holdings, and Eight Roads (Fidelity International Limited) feature on Manthan’s board.

For more information, go to www.manthan.com