

Fireside Chat | **[Marketing Analytics]**

How to Use Predictive Analytics to Anticipate Customer Behaviour for Strategic Engagement?



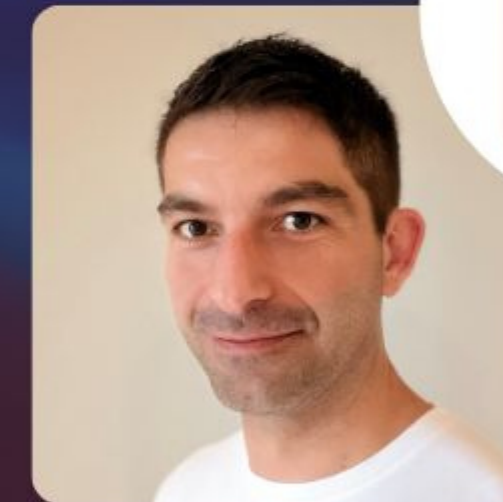
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Poll Question

- >Have you been using Predictive Analytics in your Marketing / Digital Strategies?
- >Yes
- >Planning Stage
- >Not at all

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Question 1

How can predictive analytics empower marketers to anticipate customer behaviours and needs?

- **How predictive analytics can be / will be integrated into loyalty programmes, retention strategies, and long-term CRM?**

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Question 2

Which MarTech solutions have you been using / are you going to use for building effective predictive models?

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Key Takeaways