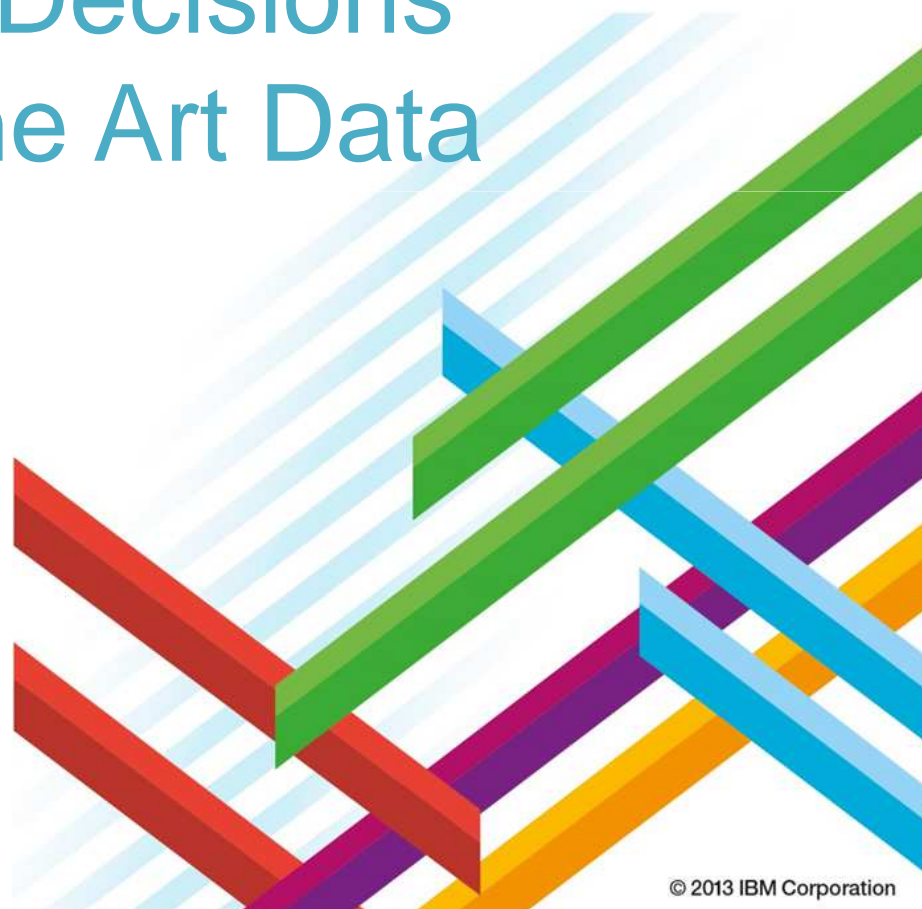


IBM BusinessConnect
Realize the art of the possible.



Improve Marketing Decisions by Using State of the Art Data & Analytics

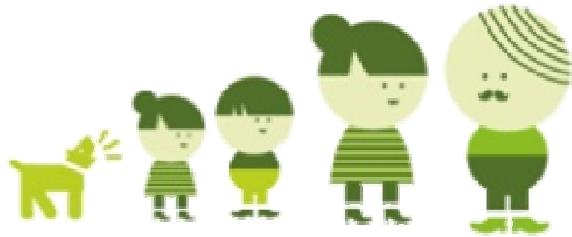




Bisnode Enables Smart Decisions

Socio demographics

Individual & Family



Profession



Home



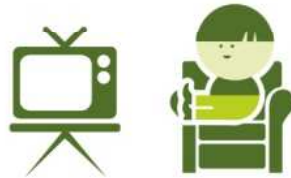
Spending Power



Geography



Lifestyle



Intentions







Use Case in Automotive Industry

Setting Target audience



400.000



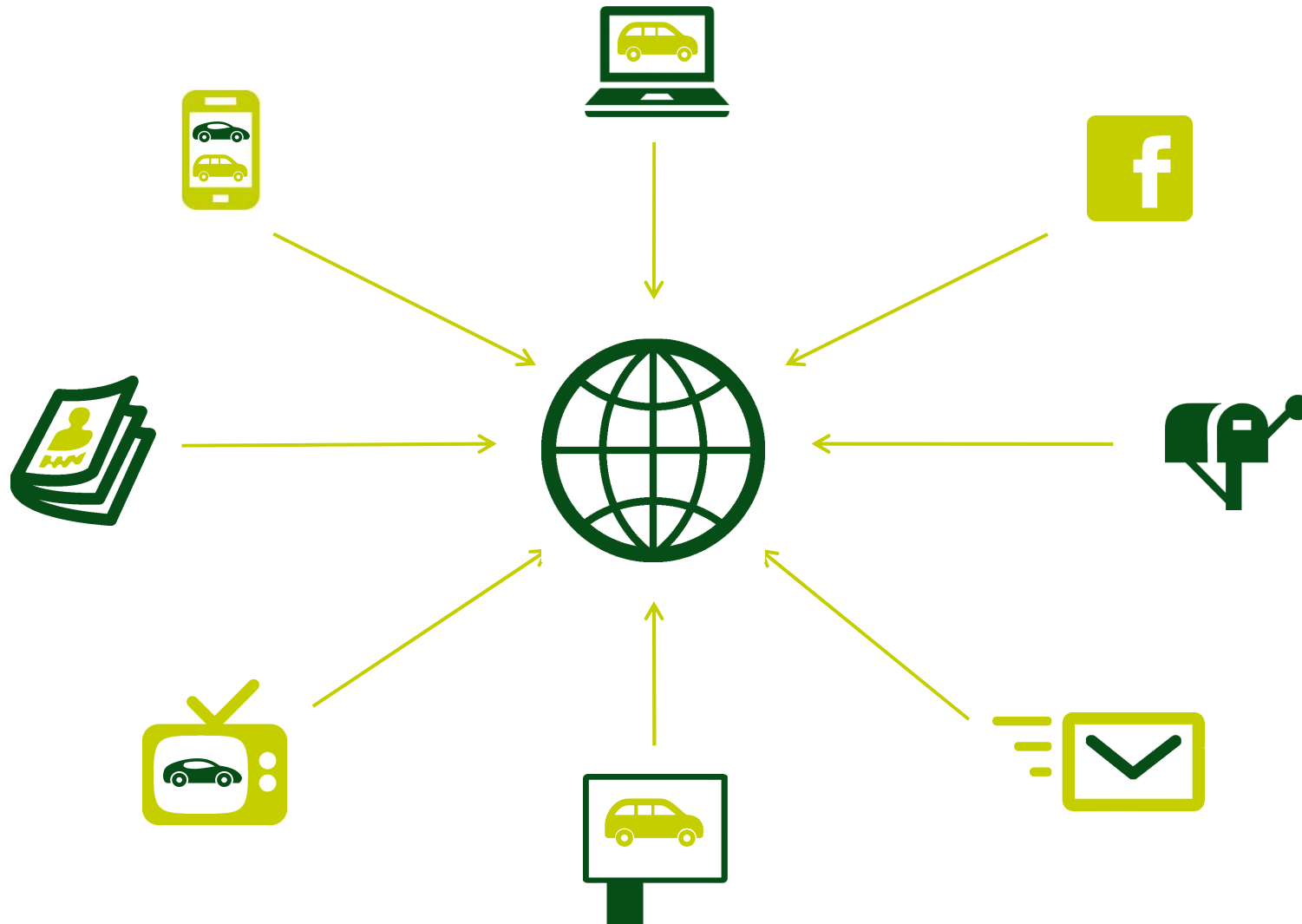
Define objectives

- Create 100.000 unique web visitors
- Convert 4% in Test-drives
- Sell 2.000 cars

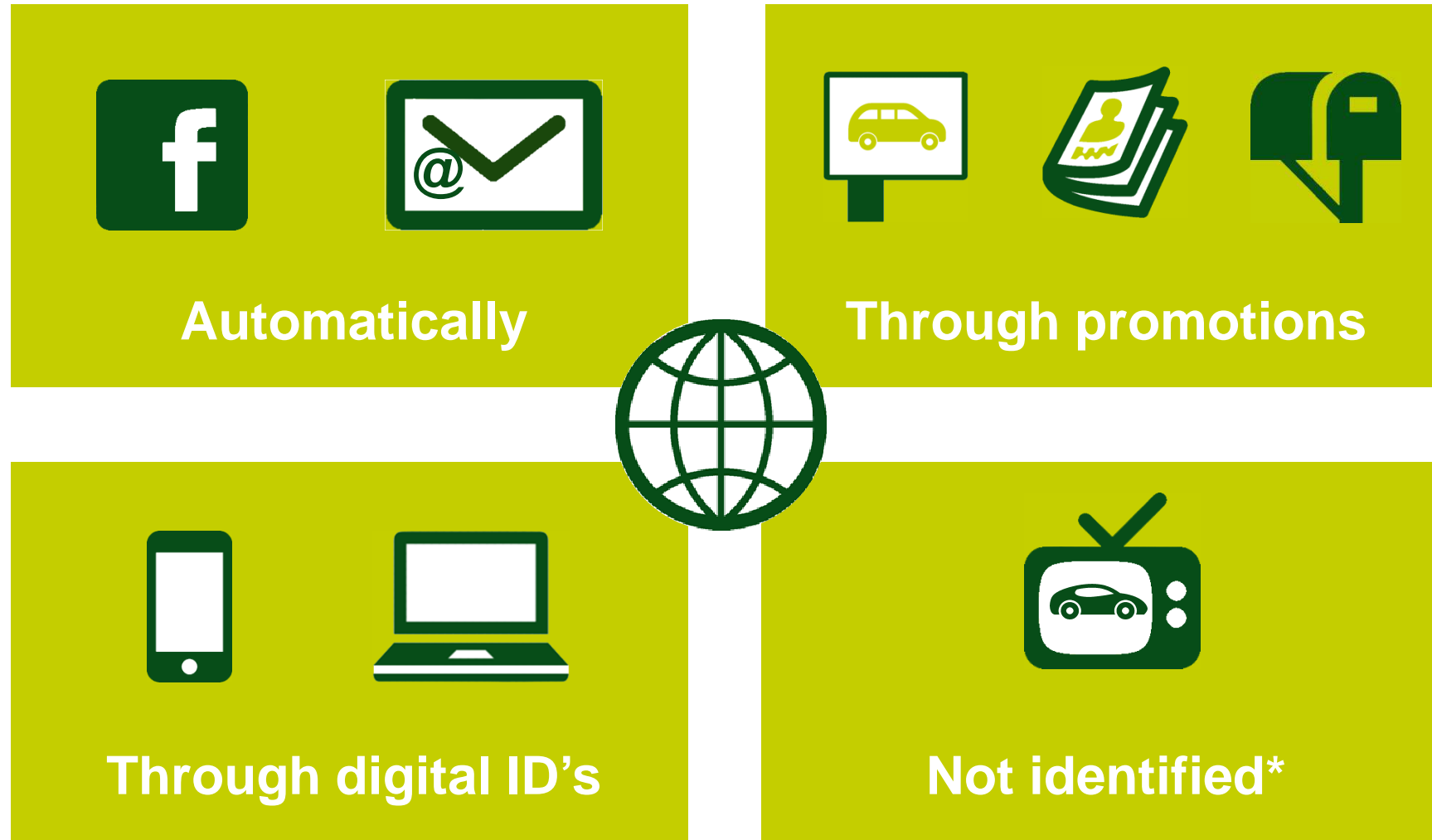


400.000

Optimise marketing mix



Identify web visitors



*All non-identified receive pop-in after short period of time

Optimise web content



30 – 35
F



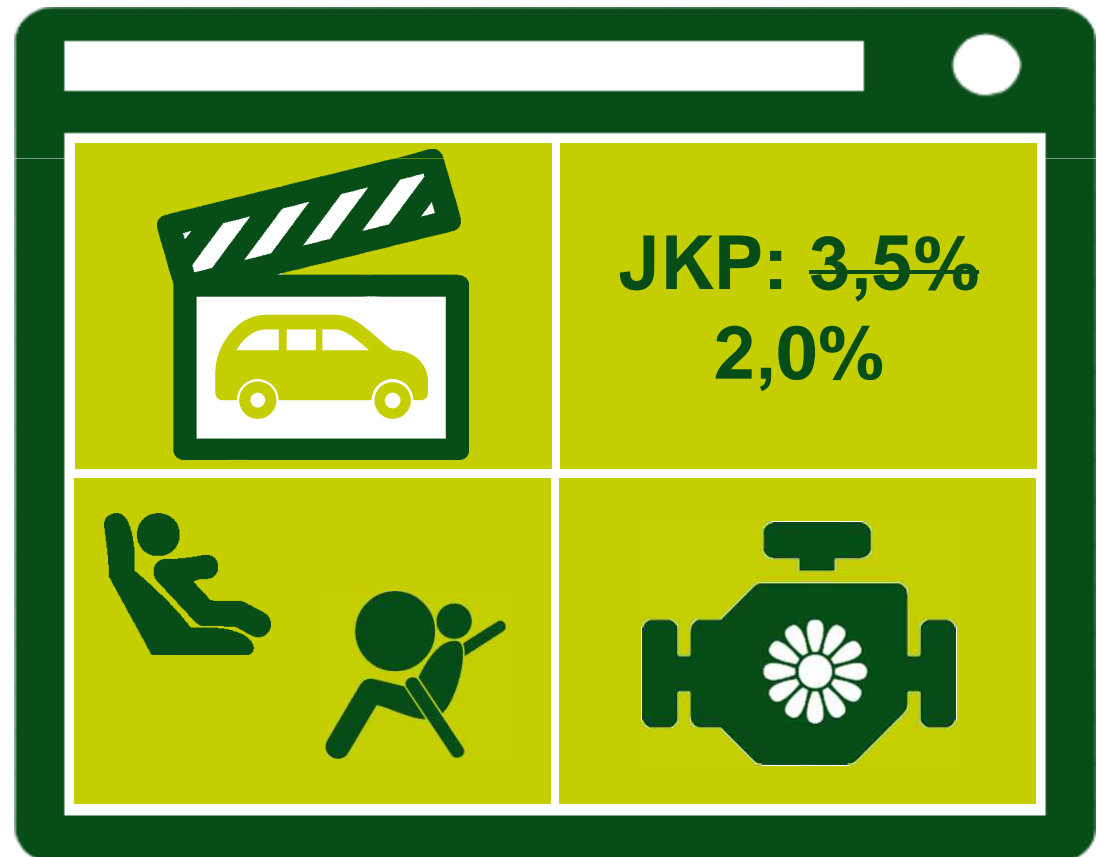
Bought a house
2+2+(1)
Kids between 0-6



Ecology
Security



Medium purchasing
power



Optimise web content



45 – 50
M



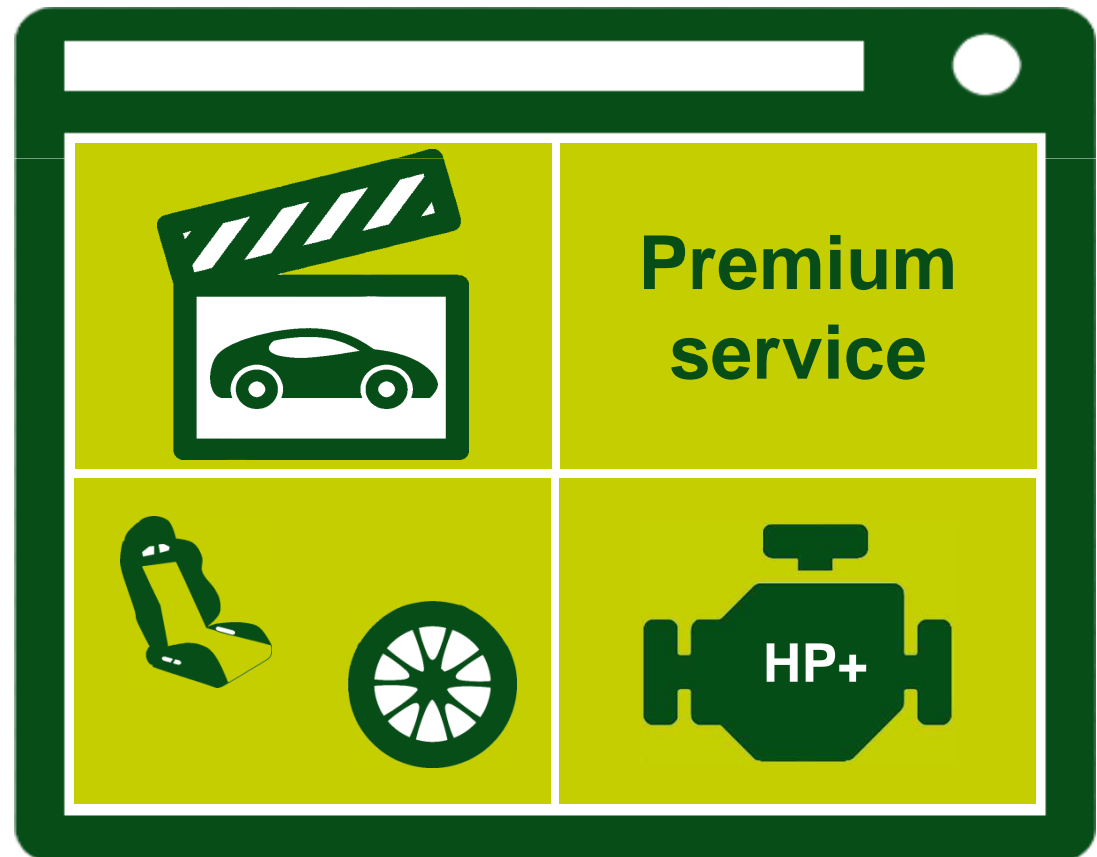
1+1
No kids



Performance
Luxury



High purchasing
power



Optimise web content



18-20
M



Lives with parents
1
No kids



Sporty



Low purchasing
power

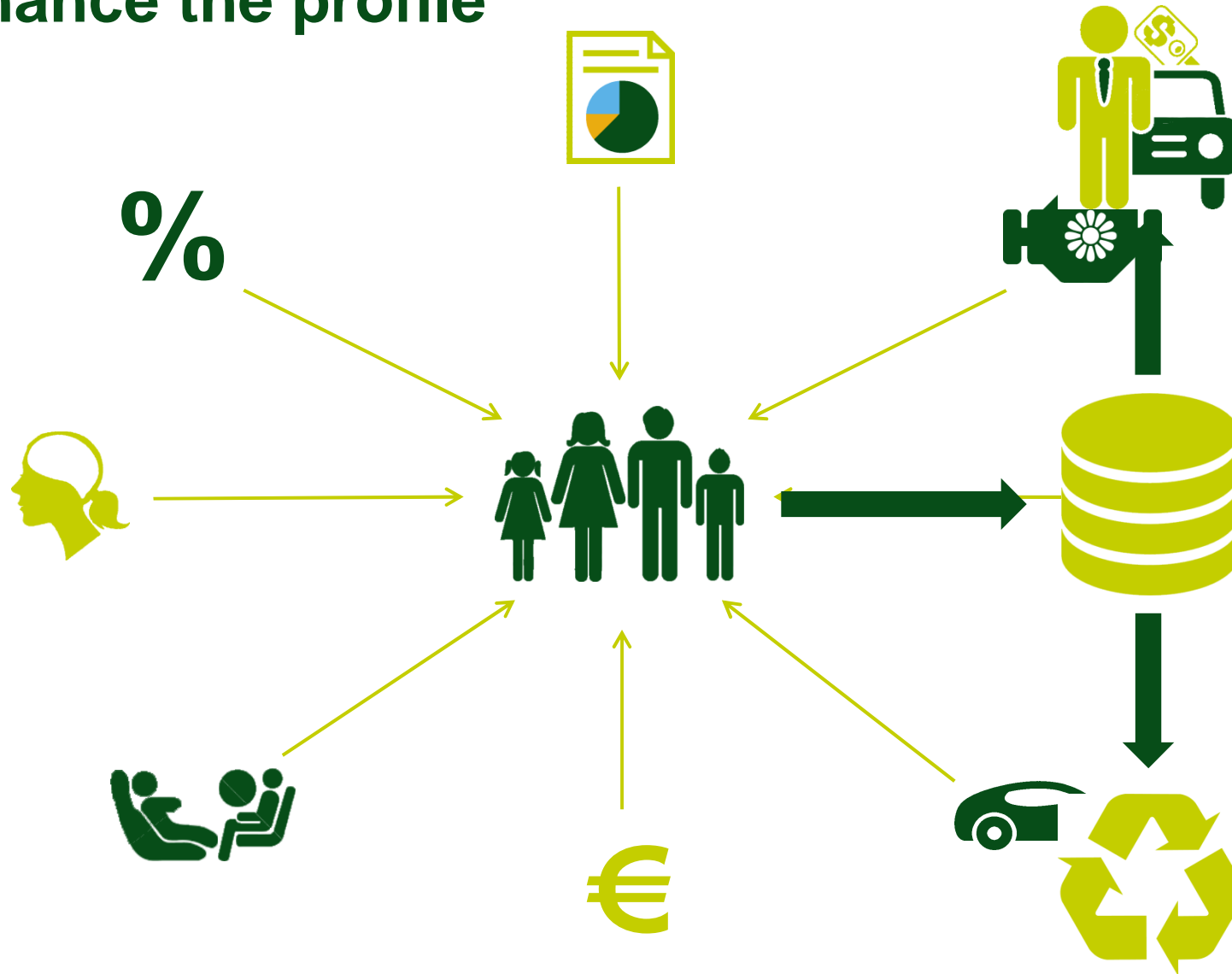


Nearly new!!!

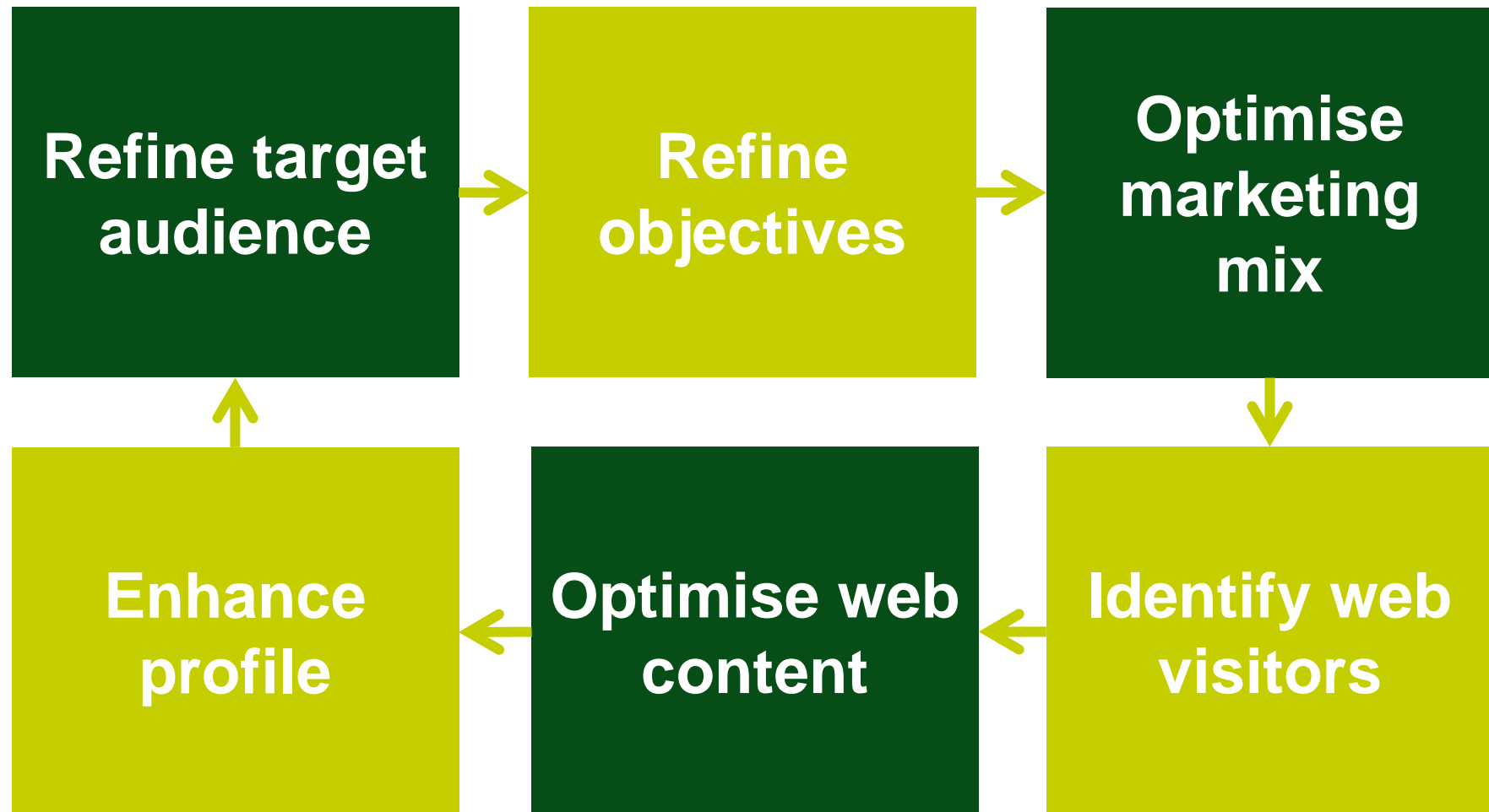
Starting at
€99/month

3l/100
km

Enhance the profile



Retargeting cycle



 **Bisnode**

+

IBM®

= **3**

