

# B2B Marketing CHEAT SHEETS

## Big Data



### What It Is

Big Data is information about customers available through various sources and channels, from social and ICT networks, from videos and digital images, from sensors or GPS signals, to name a few. This data is invaluable for businesses.

### What it is not

Big Data, unlike the the name need not necessarily be about size, it is about gaining those insights that make your business more agile, more flexible and more in tune with your customers.

### Best Practices

Data is available everywhere today. Therefore making it even more important to know:

- Why you need that data?
- How will it help?
- Who will it help?
- What it will cost to capture and analyze?
- What return will you get out of it?

#### Integrate Big Data into Business Goals

- Know Your Business Goals before You Know Data
- Know What Big Data Means to You
- Translate Big Data into Business Intelligence
- Join in on Your Customer's Journey
- Create an Integrated, Intelligent and Interactive Environment

**Don't Let Big Data Defeat You!**

### Dictionary

**Behavioral Analysis** – Using data to predict intent and future actions of buyers based on their behavior.

**Business Intelligence** – Converting raw data into valuable information through extraction, segmentation and analysis.

**Processing** – Tools that enable extraction of valuable information from huge datasets.

**Storage** – Technologies that enable data storage in a distributed way.

**Servers** – A method of utilizing rented computer power and space through remote machines and networks.

**Visualization** – Applications that represent data graphically.

Two key technology solutions for **Big Data analytics** that could be adopted

- Software-as-a-Service (SaaS) applications which can be accessed through the Internet
- Open source software allows large volume of data processing and distribution across the enterprise.

### Benefits

What marketers can gain out of Big Data is minute details on customer interactions and behavior. Taking this information and integrating it with business goals is when it actually provides leverage.

- It helps in creating targeted marketing campaigns. To give customers what they need more than what they want.
- Your next marketing plan can go regional rather than national; it can go into sub verticals, into personas rather than demographics and focus on specific stages in the buying cycles.
- Your database of customers can be segmented to identify groups to enable targeted communication.

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