



0	0	6	4	8	0	1	0	9	2
4	4	1	5	6	9	6	2	1	8
0	5	1	2	0	4	9	8	0	5
5	2	0	2	2	2	4	4	1	4
4	0	1	4	4	5	8	8	9	0
1	5	0	8	7	8	6	0	0	0
0	8	0	2	1	4	3	2	6	0
1	0	1	0	0	5	8	8	2	0
1	2	7	8	2	2	3	1	0	6
0	4	4	4	1	0	1	0	7	1
1	7	1	0	8	7	8	0	0	0
0	2	7	6	0	0	6	1	1	2
1	4	0	4	1	4	2	1	0	1
7	5	7	8	3	1	0	1	0	1
5	8	8	1	8	5	1	0	7	0
0	2	2	0	2	7	1	8	7	1
					0	1	4	5	0

Core insights. **ACTIONABLE INTELLIGENCE.**

With Clario Core, you can connect with your customers like never before. Clario Core is a **secure, cloud-powered analytical platform** that transforms your raw customer data into actionable, customer-level intelligence. Having this critical core knowledge of each customer allows you to create more personalized marketing programs and generate more profitable long-term relationships.



Clario Core allows you to get inside your customers' head and understand the factors that influence their behavior.

Integrate your data into one streamlined resource

Clario Core consolidates your disparate raw customer data sources into one centrally located platform:

- Combines customer attributes from web analytics, social media, demographics, co-operative, transactional, multi-channel promotion data and more
- Allows you to track all the ways customers interact with your company, in one streamlined resource

Get an enriched view of each customer – for smarter targeting

Clario Core paints a picture of each customer's unique interests, behaviors and performance, helping you:

- Understand the relationships between multiple channels, buyer preferences, transactions and behavior from inbound and outbound efforts
- Leverage predictive modeling for better targeting and planning
- Create more personalized and impactful marketing programs
- Measure and enhance the "lifetime value" of each customer, so you can be more responsive to their changing needs

CLARIO CORE IN ACTION

Consumer:
Sandy Sample

Data Inputs:
Order Transactions
Web Visit Activity
Promotions
Demographics
Geography
Lifestyle

Behaviors:
Purchases kids' clothing
Shops online but mostly in stores
Likes fashion and is value-oriented
Loyal customer likely to spend \$400 in the next 12 months

All supported by Clario's expert marketing strategists and analysts.

“CLARIO CORE MAKES IT EASY
TO CONNECT AND COLLABORATE.”

View, analyze and share information

Clario Core makes it easier than ever for your team to analyze and disseminate customer intelligence, by providing:

- An intuitive web interface – accessible 24/7 from anywhere
- User-friendly workflow templates customizable to your specific data environment
- Customer-level “best practices” reports that give you actionable intelligence
- The ability to export and use data in other formats such as Microsoft Excel, BI tools, campaign managers and outside service bureaus

Improve collaboration and save IT resources

With Clario Core’s integrated and streamlined approach, you can:

- Remove barriers that exist between IT and Marketing or within divisions, so you can create a more unified customer brand experience
- Take advantage of cost efficiencies by using resources smarter
- Save money and avoid costly hardware and software commitments with our cloud-based Software as a Service (SaaS) subscription service

Measure and plan more accurately

Today, marketing is all about measurement and maximizing return on marketing investment. Clario Core allows you to:

- Measure the impact of customer acquisition, retention and activation programs across brands and channels
- Get a deeper understanding of which channels deliver new customers faster and with more profit
- Maximize returns by targeting the best customers and/or prospects
- Plan future marketing campaigns with detailed analytical support

For more information, call **866-849-3341**
or visit **clarioanalytics.com** for a demo.



www.clarioanalytics.com

Clario Analytics

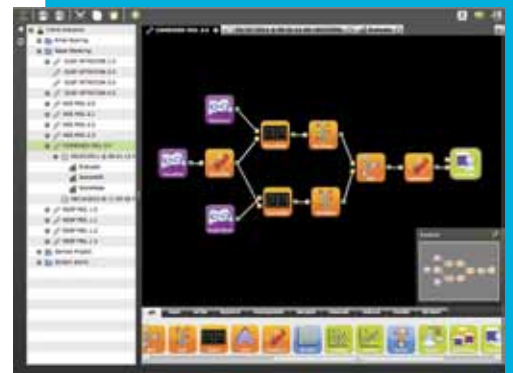
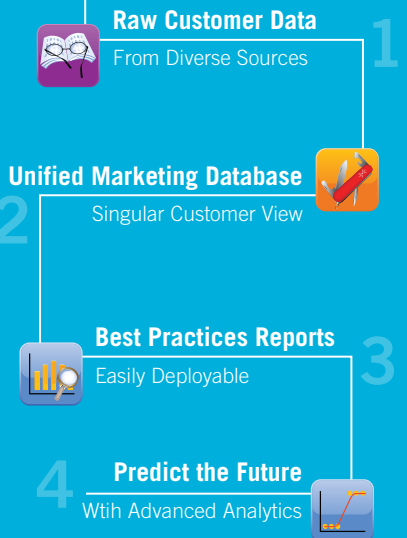
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HOW CLARIO CORE WORKS



All supported by out-of-the-box templates and Clario’s expert marketing strategists and analysts.

About Clario

Clario Analytics develops and markets marketing software solutions via a cloud-powered, Software as a Service (SaaS) deployment model. Clario brings unique insight into customer behavior through sophisticated analytics and world-class expertise. Empowered with this actionable intelligence, marketers can make wise spending decisions and personalize their programs to achieve better results.