



See the MARKET. FOCUS Your Resources.

At Clario, we provide clearer insight into how individual customers interact with your products and offers, so you'll know when and how to best target each customer and drive purchase – without spending any more than you have to.

Get customer-level insights for one-to-one targeting

Great marketing is about understanding who your customer is. Not from 30,000 feet but at the individual level. Clario delivers powerful customer-level intelligence that analyzes:

- Transactions
- Web analytics
- Demographics
- Lifestyle information

So you can promote your products and offers to the customer who's ready, willing and able to buy – and gain clear market advantages. With our powerful analytics and world-class expertise, you can fully personalize your programs to achieve greater relevancy and stronger results.

Focus your resources and spend smarter

Clario's actionable intelligence allows you to not only create tighter connections with your target customer, but also improve the focus of your marketing. You'll enhance your bottom line by:

- Reducing wasteful advertising
- Gaining more tactical efficiencies
- Increasing response rates and boosting return on marketing investment

“CLARIO HELPS ME GET INSIDE MY CUSTOMER'S HEAD TO MAKE SMARTER MARKETING DECISIONS.”

“CLARIO REMOVED THE BARRIERS THAT KEPT ME FROM USING ANALYTICS FOR MY MARKETING PLANNING.”

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

“WITH ALL THE KNOWLEDGE THEY PROVIDE, CLARIO’S PEOPLE HAVE BECOME PART OF MY MARKETING TEAM.”

THE DIFFERENCES ARE CLEAR

Cloud platform saves resources and adds control

- Software as a Service (SaaS) subscription model offers:
 - Anytime availability and the scalability to address any size business problem
 - Predictable budgeting and lower capital investment
- Analytics functions stay within marketing’s control, helping you avoid lengthy IT implementation
- Eliminates risk of maintaining large, complex analytics in one centralized corporate data center

Analytical platform brings focus and efficiencies

- User-friendly tools create a complete view of each customer, allowing you to quickly develop and deploy customer interaction strategies
- Analytical insights tell you which campaigns deliver the highest effectiveness and best bottom-line results
- Modeling and scoring tools help you decide how to reduce marketing costs and inefficiencies across channels

Expert marketing strategists

Clario experts can provide a continuum of support from guidance to full execution, including:

- Analyzing your customer data, customer segmentation approaches, predictive models and contact optimization requirements
- Defining, testing and rolling out solutions that deliver compelling customer value, while focusing on your specific industry requirements
- Creating impact across multiple marketing channels, to maximize your brand reach and promotional power

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



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Clario Core is a cloud-powered analytical platform that transforms raw customer data into customer-level intelligence, allowing marketers to create more personalized programs and profitable results.

Clario Stream is a powerful contact optimization engine that helps increase both marketing efficiency and effectiveness, while improving customer interactions.



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.