

Business Reporter: Holistic attribution solutions and predictive data modelling

Tracking customer journeys along both on- and off-line channels can lead to higher acquisition and retention rates

LONDON, UNITED KINGDOM, February 1, 2022 /EINPresswire.com/ -- In an Industry View piece published on Business Reporter, marketing data analytics firm Metageni explain how the data gleaned from digital and off-line customer journeys can be leveraged to improve acquisition and retention rates.

While traditional marketing creates personas of customers that it undertakes to target, its digital counterpart has a much more profound knowledge of the habits and preferences of customers and communicates with them on a one-to-one basis. Therefore, the first step to achieving ever higher customer acquisition and retention rates today is to find new ways of gaining the visibility of customers as they move along multiple marketing channels on their various devices.

Once marketers have the tools such as holistic attribution solutions to measure how various channels contribute to successful engagements with customers, it's easier to establish where and when each and every customer is the most likely to convert and how they can be nudged to progress along the marketing funnel most effectively. With the help of machine learning, existing customers can also be scored on their propensity to make purchasing decisions or their loyal to the brand. Predictive customer analytics empowers marketers not only to optimise their budgets but also to combine the best of data-driven digital marketing with the branding power of the traditional approach. With the decline of third-party cookies, it's time for brands to recognise the value of the first-party data they have at their fingertips and – by using data analytics – to make the most of it.

To learn more about how predictive data modelling can drive sales, [read the article](#).

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About Metageni

Founded in 2015 by Dr. Gabriel Hughes and Amit Maheshwari, Metageni is a customer prediction technology company blending human expertise and AI machine learning accuracy to grow our clients' businesses online. Our aim has always been to create a new kind of analytics capability to serve the needs of senior decision-makers. We combine highly accurate customised AI software solutions with ongoing expert guidance to maximise customer conversion, retention and revenue, saving valuable time, effort and budget along the way.

<https://www.metageni.com/>

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