

Comsense Technologies Launches PiSense, an AI-Based Segmentation Solution, to Harness the Power of Customer Data

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[Comsense Technologies](#), a leading player in the marketing technology and data analytics sector, has unveiled its latest AI-based product, [PiSense](#). This data-driven tool, boasting a rapid 4-week deployment, aims to assist businesses in quickly optimizing [customer engagement](#).

In today's competitive landscape, understanding and targeting the right customer base is essential for growth. PiSense addresses this challenge by employing data analytics and machine learning to:

- **Identify High-Value Customers:** By analyzing historical data, PiSense helps pinpoint customers likely to generate significant revenue.

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With straight-forward integrations and easy scalability, PiSense offers versatility for enterprises of all sizes.”

Sagar Babar, CEO

- **Segment Customer Base:** PiSense categorizes customers based on RFM analysis, enabling tailored marketing strategies to be implemented quickly.
- **Predict Customer Behavior:** The predictive analytics that PiSense leverages enables companies to proactively adjust strategies to meet evolving customer needs.

- **Optimize Marketing Campaigns:** Once properly targeted, campaigns supported by PiSense insights result in higher conversion rates and increased ROI.

The logo for PiSense, featuring a large black Greek letter pi (π) followed by the word "Sense" in a black serif font, with the "se" in red.

PiSense Logo

- Maximize Return on Investment: PiSense helps organizations of all sizes focus resources on high-value customers that drive sustainable growth.

"While it's only natural for businesses to strive to cater to all their customers, the truth is far from it. Without a data-driven understanding of your key audiences, the path to profitable expansion is interrupted, hurting your bottom line, as 20% of customers typically drive 80% of revenue," said Sagar Babar, CEO of Comsense Technologies. "With straightforward integrations and easy scalability, PiSense offers versatility for enterprises of all sizes."

"We developed a solution that empowers businesses to identify and actively engage their customer base by meticulously creating RFM-based customer segments and helping to execute tailored campaigns for each segment. Together, these tools and a proven Playbook help ensure personalized campaigns and ROI," said Babar. "In fact, we've already seen great results from one of our client's campaigns, where a global shoe manufacturer and retailer was able to increase CLV within 3 months."

PiSense has a user-friendly interface, and its adaptability makes it a notable addition to the customer engagement toolkit.

For further information on PiSense, please visit:

<https://www.comsensetechnologies.com/pisense/>

About Comsense Technologies:

Founded in 2014, Comsense Technologies helps retail and e-Commerce brands use their proven AI-based integrated data and marketing technology to increase customer lifetime value and maximize ROI. Comsense specializes in data engineering, data science, advanced analytics, marketing technology, and cloud enablement, providing best-of-breed proprietary solutions like Kleanmail, IntellSense, PiSense, and CDP to empower users to make data-driven decisions. In 2022, Comsense was also awarded a "Great Place to Work" certification.

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