

See More, Know More:

## Theorem Delivers Marketing Insights with Powerful New Analytics Approach



**The current digital landscape is fraught with complexity. At the same time, marketers are grappling with how to best optimize their marketing performance. At center stage is the dramatic expansion of accessible data. No matter how the big-data explosion is described, it represents an enormous opportunity for marketers to gain unprecedented insights about their audiences.**

The way consumers interact with brands together with consumers' expectations about how companies should respond to them has undergone a seismic shift. The rise of omniplatform capabilities has led to the emergence of the empowered, always-on consumer. Today, brand marketers have to learn to be continuously relevant—and responsive to the needs and desires of that connected customer. According to a recent survey, a clear majority—89%—say they think that delivering an effective customer experience is important to their company, yet only one-quarter of them believe they are successful. It's clear that with more data come more major challenges that are defined by questions about how to best access, analyze, optimize, and apply insights from big data.

At the same time, marketing has entered a transition period, when migration away from traditional, large-scale approaches and toward more-granular, data-driven, highly targeted marketing becomes a matter of survival, not a matter of choice. As such, the priority with data insights is not the "what" but the "why" – Why do consumers engage with one campaign over another? Why do they interact with particular content? and, Why do they respond to particular calls to action?

### Drive Higher Levels of Marketing Performance

Marketing Intelligence Management (MIM) is Theorem's analytics suite designed exclusively for marketers. MIM comprises a comprehensive suite of services, software applications, and domain expertise to address process, strategy, models, and enabling technologies to ensure companies are able to mine, exploit and leverage insights for more effective decision making.

With a services-led approach, Theorem is moving data-planning efforts away from a technology-first approach and is instead redirecting those efforts so companies can consider the broader strategic context for their data decisions. Leveraging human understanding—and backed by a decade of analytic experience in the digital marketing industry—Theorem focuses on (1) helping companies create overarching data strategies to determine what they should measure and why, and then (2) creating a road map to show how they should use technology to answer the questions that drive business decisions.

**Theorem's MIM framework consists of the following components.**



## Theorem Analytics™ Plug-and-Play Technology Platform a Strategic Enabler

While MIM can be applied regardless of the underlying technology platform, Theorem has responded to the industry’s need for more data automation and self-serve capabilities so as to put the power of data manipulation into the hands of users. With Theorem Analytics, clients gain a reliable platform by which to pull the data, cleanse the data, map the data, integrate the data, and then present the data at a glance, for a cross-channel view of performance. Such a view spans a wide variety of marketing data sources, including social media, search, mobile, Web analytics, e-mail, advertising platforms, transaction engines, marketing automation tools, and customer relationship management systems.

Theorem Analytics’ architecture brings cloud data (such as Google Analytics, Salesforce, and Google BigQuery) together with on-premise data (such as financial databases and Excel spreadsheet data) and externally hosted third-party data to facilitate multidimensional analyses. Users can then combine data from disparate sources in a single central repository, automate the creation and delivery of reports, and develop flexible dashboards—all of which enables users to easily and efficiently mine and manage actionable information from their data.

With a flexible architecture, Theorem Analytics can be plugged into a company’s existing infrastructure to either maximize already existing investments or fill gaps where the company may still be handling aspects of its data management processes manually. By applying its own, proprietary technologies in combination with other best-in-class technologies, Theorem ensures security, performance, and scalability by way of the simplicity of out-of-the-box application programming interfaces that deliver seamless interoperability, thereby enabling businesses to break down the barriers to data accessibility.

Theorem brings a decade of experience in working with complex data sources across hundreds of organizations to give clients confidence.

Theorem’s technology platform flexibly scales resulting in optimal performance regardless of how many users or how many data sources a company has. Familiar social-sharing functionality has been incorporated so that users can quickly communicate insights both across the enterprise and externally with partners, clients, and others.

Theorem Analytics has been designed to give power to users and is one of the few enabling technologies designed exclusively with marketers in mind. Its features include:

- Self-service, offering an easy-to-use visual interface without the need for technical expertise
- Aspects that help make sense of the data, including automated detection of anomalies, outliers, and duplicates, as well as automated recommendations for data relationships and for combining data across data sets and sources
- An easy-to-use DIY tool bar so users can drag and drop data sets and thereby build robust reports and dashboards as they go
- More-agile, real-time sharing through report snapshots
- Support for the entire data transformation process in a single application or user interface

**Theorem Analytics has built-in data integrations with nearly 100 different data sources. Here are just a few.**



## Business Value

Theorem Analytics offers clear benefits over other solutions at the strategic level, the operational level, and the technology level by giving stakeholders across the enterprise easy access to the information they need in custom views.

Strategic	Operational	Technology
Integrated reporting.	Deep domain knowledge of data sources and types.	Accelerated implementation.
Plug and play with pre-configured vertical modules.	Up and running in four to eight weeks depending on data sources and complexity.	No infrastructure investment and no need for point solutions.
Mobile friendliness.	No information technology team required and no technical expertise needed.	Cloud based system.
Flexible presentation options, including dashboard or the ability to leverage the client's existing data warehouse, front-end visualization tools, or other third-party data tools.	Reports and dashboards customized for specific user types.	Back-end-data independent, US-based data center, ISO certified, authentication and security ensured.

## Theorem Analytics™ at a Glance

- An integrated analytics platform that is purpose built for marketers
- Delivery of analytics insights across a spectrum of sales, marketing, Web, and advertising systems
- Prebuilt application programming interfaces that seamlessly integrate data into one platform
- Flexible architecture that plugs into a company's existing infrastructure
- Self-service, offering an easy-to-use visual interface without the need for technical expertise



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Theorem delivers a full range of flexible, tailored solutions to help organizations cost effectively and efficiently manage digital marketing initiatives across the entire digital landscape. We enable rapid activation of programs through a model that leverages domain specialists, digital best practices and a deep digital track record. Theorem optimizes digital programs by seeing the full picture—getting clients on the right path and overcoming all obstacles along the way. For more information, visit us at [www.theoreminc.net](http://www.theoreminc.net)