Customer Insight and Prediction for B2B Marketing

A seminar hosted by IBM in association with Smart Vision Europe Ltd

22 November 2013 / IBM Southbank / 9.30 – 1pm

The use of predictive analytics is common in the world of B2C high volume marketing. But how can it be used in B2B? This half day seminar and networking event is designed to show B2B marketers how predictive analytics is increasingly being used as a dramatic differentiator in B2B. During the morning, you'll hear about how other B2B organisations have made the leap into advanced analytics and are reaping the benefits, using a surprising range of data types and sources.

You will hear about a range of B2B predictive analytics applications including:

➢ Managing the classic CRM challenges of customer retention, acquisition and cross-selling

➢ Implementing innovative segmentation techniques in use by B2B marketers

➢ Using text analysis in order to get more value from 'voice of the customer' programmes

Provisional Agenda

9:30 – 10:00:   Arrival, registration and coffee

10:00 – 10:15:   Introduction: what is predictive analytics and is it realistic for you?

10:15 – 1100:   Typical predictive analytics applications: where is it being used, for what and with what results?

11:00 – 11:15:   Break

11.15 – 11.45   Analytics in action: real customer / project overviews

11:45 – 12:15:   Technology overview: demonstration of tools and techniques

12:15 - 12:30:   Getting started: what to consider and how to begin

To book your place please click here visit www.sv-europe.com and fill in the booking form, or email info@sv-europe.com for more details.