

14 TALES OF MARKETING INSIGHT

See the whole story that lives within your marketing data



Marketing faces unprecedented challenges.

Disruptive change is constant. Always-on consumption makes it easy for customers to shop around—and challenging for marketers to capture loyalty. And then there's the need to demonstrate ROI...

In this environment, success depends on insight and adaptability.

Qlik draws clarity from the chaos:


Sophisticated customer segmentation capabilities, up-to-the-minute access to fully integrated data, unmatched ease of use, a seamless mobile experience.

It's the edge you need—to give customers what they want.



Read on to discover how Qlik is helping marketing organizations around the world align strategy with market shifts, customer sentiment, and developing trends by optimizing segmentation, campaign performance, and more.





40
GIGABYTES
of data analyzed



Hertz[®]

By deploying Qlik across its national locations, Hertz Spain has been able to:

- Anticipate new demand and market changes in real time.
- Identify new offers and services that improve customer care and responsiveness.
- Significantly streamline the organization's approach to decision-making and planning.
- Easily distribute daily activity reports that give insight into business performance.

“Qlik has streamlined the entire structure of decision making and planning at Hertz Spain. The ability to react to situations due to market seasonal scenarios allows us to visualize and understand the trends.”

– Francisco Arroyo, IT Manager, Hertz Spain



Deploying Qlik has allowed digital marketing consultancy Hyphen to:

- Quickly show clients the real business impact of optimizing their marketing and using data effectively.
- Quickly identify potential key customer target areas for its clients.
- Help clients increase traffic to their applications.
- Empower clients with the ability to view historical data, spot more trends, and identify new marketing opportunities.

**50%
INCREASE**

in capacity of team to
serve clients effectively

**Time to insight
reduced from
days to minutes**



“We’re able to use it to show data to anyone from financial directors to those in brand marketing backgrounds and highlight the real impact that optimizing their marketing activity and using their data effectively can have on their business.”

– Rory Miller-Cheevers, Managing Director, Hyphen

Data on
**40 MILLION
CUSTOMERS**

Less than
20% of cost
of other
solutions

Payback
in months

The King logo is written in a stylized, cursive, yellow font with a slight shadow effect.

Using Qlik, a leading interactive entertainment company for the mobile world is able to:

- Better understand the lifetime value of its 40 million customers.
- Easily draw insight from Hadoop data where 2 billion new rows are produced daily.
- Empower financial analysts to measure ROI on marketing campaigns for the first time.

“Implementing Qlik has cost less than 20% of the alternative solutions. The payback period was just a few months.”

– Mats-Olov Eriksson, Director, Finance Data Architecture, King



TED BAKER
LONDON

By bringing together disparate data sources in order to drive customer insight, Qlik is helping this global lifestyle brand to:

- Gain an unprecedented view of the profiles and habits of its customers and prospects.
- Segment customers for highly targeted engagement campaigns.
- Analyze campaign impact.



60%
INCREASE

in in-store data capture



**Data on
more than
1.2 MILLION
shoppers**

“The wealth of data we now have on our customers through Qlik has changed the way we develop and run our marketing communications. The extensive customer insight means that we can proactively build and drive more results-oriented campaigns.”

– Craig Smith, Brand Communication Director, Ted Baker

10%
REDUCTION
in cost per web site lead

10 to 20%
productivity
gain per
customer service
representative

ROI in
under
2 months



This leading provider of HVAC equipment uses Qlik to:

- Improve its web site and overall lead-generation process.
- Optimize landing pages and web forms to better appeal to target customers.
- Decrease cost per lead.

“In less than two months, we were able to realize a complete ROI and reach new levels of analysis that would have required the hiring of four additional analysts.”

– Allan Dziwoki, Vice President, Business Services, Mitsubishi Electric Cooling and Heating Solutions

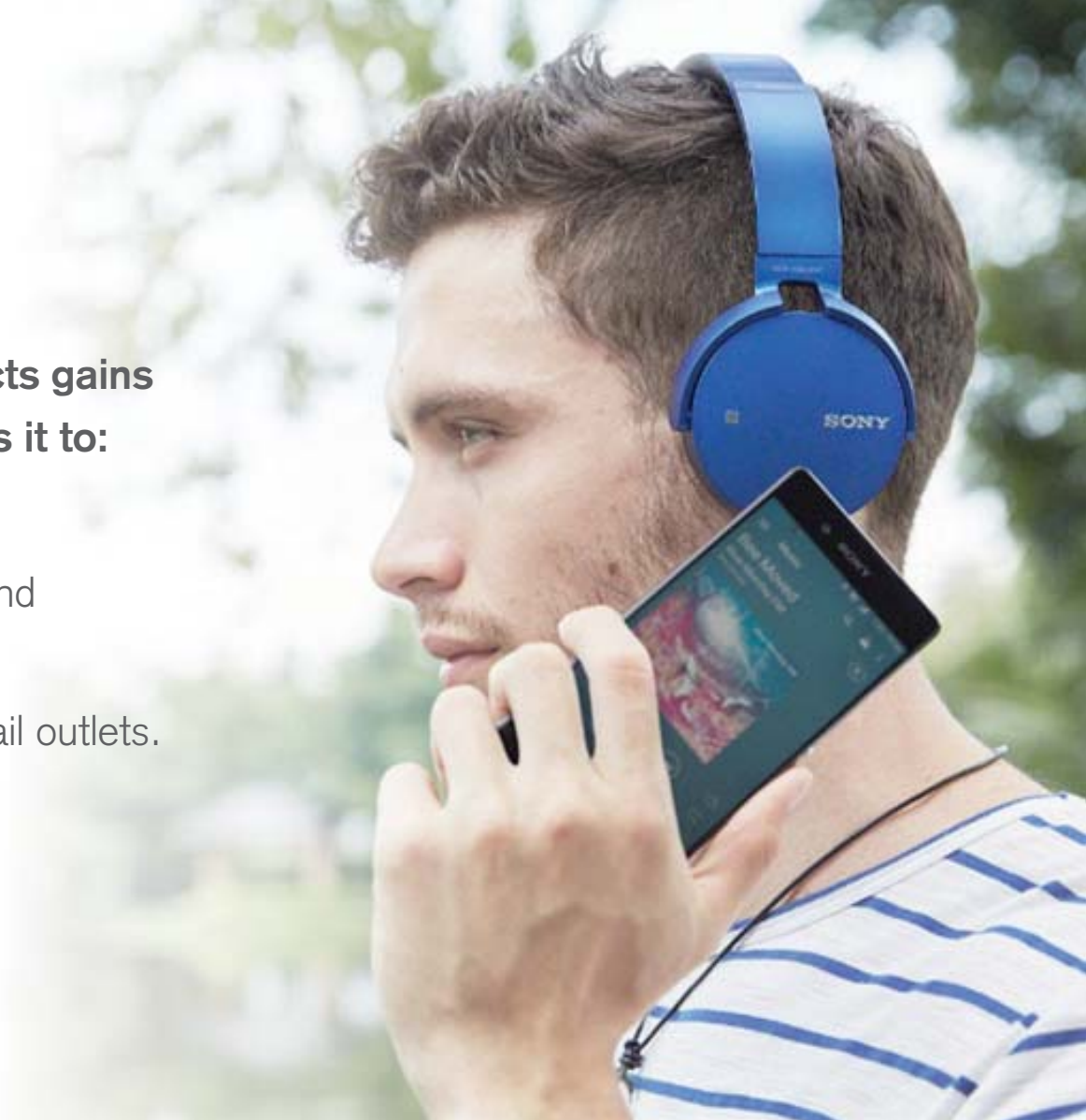
SONY

This leader in electronic consumer products gains a competitive edge with Qlik, which allows it to:

- Deepen its knowledge of online customers.
- Quickly respond to its changing marketing and sales environment.
- Better understand product positioning at retail outlets.
- Improve stock management.

“The return on investment has been manifold: not only has Qlik helped us deepen our knowledge of online customers but it has also helped make the development of resources management more visible. We have gained a greater understanding around the position our products occupy at sales outlets, as well as improving our anticipation of risks and threats in terms of stock management.”

– César Pérez, Head of Business Process Office, Sony Europe





ARC'TERYX

Using Qlik for operations and marketing has empowered this outerwear retailer to:

- Empower executives to monitor each store location's data and easily share analysis.
- Enable the company to understand performance by country or region.
- Access a library of external data directly within Qlik to augment and cross-reference internal data.

“We have been able to dig deeper into our data, revealing data-driven insights that empower us to identify key markets for expansion, improve our supply chain and relationships with vendors. This ultimately transforms the way we are able to run our day-to-day global operation.”

– William Jackson, Manager of Business Intelligence, Arc'teryx



Qlik analytics are helping apparel designer and supplier Tantex to:

- Analyze decades of data to identify fashion trends and forecast demand for its retailers.
- Simplify day-to-day operations and improve efficiency and productivity.
- Focus its resources on business strategy while gaining a competitive edge.

A large green circle containing the text "25 YEARS of data analyzed" in white. The background of the entire slide is a close-up, slightly blurred image of a rack of colorful t-shirts in various shades like brown, red, green, teal, pink, purple, orange, and yellow.

25
YEARS
of data
analyzed

“Qlik’s powerful analytics solution allows us to provide recommendations to our customers based on data collected on topics such as fashion trends, customer buying patterns, peak seasons, and popular garment choices. Such capabilities have strengthened our customer service and streamlined our operations.”

– Janice Tan, General Manager, Tantex

100s
OF 1000s
of fan records



This historic English football team's marketing organization is using Qlik to:

- Gain a better picture of what supporters like off the field, to make targeted offers that drive ongoing engagement.
- Vastly improve online communications.

“What Qlik allows us to do is spot hidden trends within our data, which will prove incredibly helpful in our marketing.”

– Chris Scott, Data and Insight Manager, Newcastle United Football Club



By deploying Qlik across its marketing, sales, and finance departments, this global cosmetics company is able to:

- Understand how much of its marketing spend is invested in each campaign.
- Compare marketing campaign figures with each of its dealers' contribution margins.
- Improve returns on its marketing investments and optimize budgeting.

A dark grey circular graphic containing the Qlik logo and a testimonial. The background of the slide is a close-up of a makeup palette with various shades of pink and purple, and a brush is visible in the upper left.

Qlik

ON MOBILE DEVICES

pays for itself in record time through improved dealer profits

“With the Qlik application, it’s easy to get more value from our marketing investment. We can change direction when a campaign is failing to deliver the expected results or step it up when a campaign is exceeding its targets.”

– Hans Jørgen Schjøtt, Chief Finance Officer, GOSH Cosmetics



Application
developed in
**LESS THAN
1 DAY**



Surf and ski outfitter O'Neill Europe uses Qlik for sales and marketing to:

- Analyze consumer data to discover trends and make comparisons by country, location, product, segment, climate data, and more.
- Proactively plan for seasonal campaigns and anticipate upcoming trends.
- Encourage self-service sales and marketing data exploration with unmatched ease of use.

“I knew from our key users that they wanted to make analyses beyond just viewing simple reports. They wanted to discover trends in our data, zoom in and compare and analyze in all sorts of ways. Qlik makes all of this possible, exceptionally fast.”

– Rob Peters, IT Manager, O'Neill Europe



**30%
INCREASE**

in data accuracy

Leveraging the Qlik analytics platform has allowed Australia's Teachers Mutual Bank to:

- Integrate internal and external data sources for richer, more targeted marketing campaigns.
- Effectively visualize and associate member demographics, distribution, and eligibility data for highly targeted marketing reports.
- Significantly improve reporting times.

**Report
generation
reduced from
16 days to
minutes**

**Saves each
analyst
4 hours/day**

“We have streamlined the view of our business processes in our analytics and reporting, reduced administrative time and increased workflow efficiency. This has allowed us to leverage the insights we’ve uncovered from using Qlik to market ourselves more effectively to our customers.”

– Dave Chapman, Chief Information Officer, Teachers Mutual Bank




Using Qlik puts this e-commerce giant's marketing team in a better position to:

- Measure the results of promotions and vouchers in order to target effective campaigns at shoppers.
- Help merchants better understand customer behavior.
- Empower merchants to deliver a more effortless shopping and selling experience.

“Qlik helps us visualize these large amounts of data, allowing us to stay ahead of commercial and operational challenges in the highly dynamic eCommerce business environment. Its ease of use – while maintaining deep-dive capabilities at the same time – makes Qlik the strategic visual analytics platform of choice for Lazada.”

– Klemen Drole, Chief Information Officer, Lazada Group



DATA ON
1,800

daily flights connecting
200 destinations



Ryanair is Europe's largest airline, well known for its low-cost flight options. The airline is using Qlik analytics to:

- Tailor personalized offers to customers.
- Perform granular analyses on performance by route to quickly pinpoint which routes to promote on its home page.
- Customize pricing and sell seats based on preference.

“Ultimately, we want to find the best ways to make our customers happy on-board, while being able to offer them the lowest fares on the market – and Qlik gives us the foundation to make educated decisions which will make that notion a reality.”

– Shane Finnegan, Senior BI Developer, Ryanair

Organizations with highly analytical marketing departments averaged a 13% increase in revenue year-over-year, a 44% greater improvement than less data-driven organizations.*

Grow your market share with Qlik.

* Krensky, Peter. "Marketing Analytics: The ROI of Insight and the Advantage of the Cloud," Aberdeen Group: Boston, October 2015. Web. http://v1.aberdeen.com/launch/report/research_report/11140-RR-marketing-analytics-cloud.asp

Gain insight into:

Campaign performance


- Optimize marketing strategies.
- Make the customer journey more compelling.
- Track and measure campaign performance.
- Improve targeting, conversion and ROI.
- Analyze customer sentiment and increase brand awareness.

Customer segmentation

- Deliver greater ROI — target the right prospects and your most valuable customers.
- Specify targets for up selling and cross selling.
- Measure KPIs like customer lifetime values, activation, and churn.
- Improve conversion.

Web analytics

- Integrate channels to deliver a consistent brand experience.
- Improve brand awareness and customer loyalty.
- Analyze market shifts, customer sentiment and trends.

A man with glasses and a checkered shirt is sitting at a desk, looking at a tablet computer. The background is a blurred office setting with a window.

Customers have greater
choice than ever before.
Get the insight you need
to help them choose **you**.

Explore our solutions
for marketing at
qlik.com/marketing



About Qlik®

Qlik® is the leading visual analytics platform and the pioneer of user-driven business intelligence. Its portfolio of cloud-based and on-premise solutions is helping marketers around the world significantly improve campaign performance, analyze integrated customer data to more effectively segment and target customers, increase opportunities across all channels, drive greater revenues and demonstrate clear ROI. Customers using Qlik Sense®, QlikView® and Qlik® Cloud, gain meaning out of information from multiple sources, exploring the hidden relationships within data that lead to insights that ignite good ideas. Headquartered in Radnor, Pennsylvania, Qlik does business in more than 100 countries with over 40,000 customers globally.

For more information, visit qlik.com/marketing.

qlik.com

