

BUILD A CONSUMER CENTRIC BUSINESS WITH INTELLIGENT AND INTEGRATED DATA SOLUTIONS

INTERNATIONAL DATABASE MANAGEMENT
INTERNATIONAL DATA QUALITY
CAMPAIGN MANAGEMENT
BUSINESS INTELLIGENCE
DIGITAL SOLUTIONS

Do you have a consumer centric view of your consumers? A cross channel approach? You should, because that will enable you to build a lifetime value marketing strategy. In the future of digital, your consumers will become ultra moving targets. With a strong

consumer centric and cross channel strategy you can face that challenge. And it will have an impact on cost efficiency and a higher ROI. Experience what true consumer centricity can do for your company.

CREATE PROFITABLE CROSS CHANNEL CAMPAIGNS AND TAILORED CUSTOMER INTERACTIONS

- > Integrated Data capture, matching & quality
- > Enables consumer centric marketing
- > Cross channel interaction
- > Event driven & personalised interactions
- > From data to insights to actions
- > Tailored and strategic advice
- > Pan-European expertise
- > Speed to market
- > ROI-driven

BENEFIT FROM OUR PROVEN EXPERTISE

DTCM & Interactive Manager
Western Europe, P&G: "Since we have been performing campaigns based on Bisnode Interact's online consumer behaviour insights and segmentation capabilities, we get 3 to 7 times better opening and click rates."



As one of the only large-scale European Marketing service providers that consolidates, improves & manages data and campaigns in a single Marketing Intelligence Platform, Bisnode Interact is proud to be the dedicated partner of clients like Procter&Gamble, Renault, Kipling, Sony...

How
can we
help you?

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 **Bisnode**
INTERACT

Data Solutions for True Consumer Centricity