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DATE 2025 LAS VEGAS

THE ANALYTICS EVENT

Supercharge Marketing ROI: Alteryx LiveQuery Meets AI for Game-Changing Customer Insights

Speakers

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Marketing Analytics
Challenges



Marketing ROI Case Study



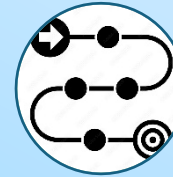
Solving Marketing Analytics
Challenges with Alteryx
Analytics Cloud



Databricks Integration &
Foundation Models for
Marketing Intelligence



Alteryx LiveQuery: Real-Time
Data Insights



Alteryx Analytics Cloud
Roadmap



Alteryx LiveQuery Demo



Discussion Q&A

Marketing Analytics Challenges

- **Data Overload & Limited Insights**

- Massive customer data exists—but turning it into actionable insights is difficult without the right tools

- **Fragmented Customer Journeys**

- Customers interact across many channels, making it hard to track and personalize experiences consistently

- **Delayed Decision-Making**

- Traditional ETL and reporting cycles slow down marketing responses preventing real-time trend and behavior analysis

- **Inaccurate Segmentation/Categorization**

- Customer groups are often too broad, leading to generic campaigns

- **Low ROI on Campaigns**

- Marketing spend doesn't always translate to impact due to poor targeting, lack of attribution, or outdated data

Solving Marketing Analytics Challenges with Alteryx Analytics Cloud

The Challenge

- Global retail brand receiving thousands of customer reviews across diverse languages and regions

Marketing Analytics Needs

- Accurate, real-time translation of multilingual reviews
- Automated categorization of customer sentiment (positive, neutral, negative)
- Rapid topic extraction and tagging of product types from customer feedback

Alteryx Solution Benefits

- Streamlined analytics workflows for faster insight generation
- Improved decision-making through timely, accurate customer sentiment analysis
- Enhanced product intelligence by efficiently identifying trends from customer reviews



Alteryx LiveQuery: Real-Time Data Insights



LiveQuery Overview

- Cloud-Native Direct Connectivity
- Enrich workflows with GenAI
- Seamless Alteryx Cloud Integration



Functionality Insights

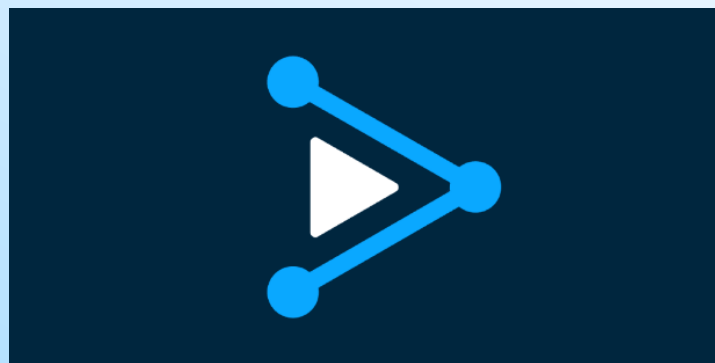
- Full-Dataset Access as queries are executed directly in Cloud Warehouse
- Faster Insights leveraging your warehouse cloud engine
- High performance on large datasets with optimized execution time



ETL Advantages

- No Data Duplication
- Improved Data Governance & Security

Alteryx LiveQuery Demo



Marketing ROI Case Study



Increased Customer
Satisfaction

20%



Higher Conversion Rates

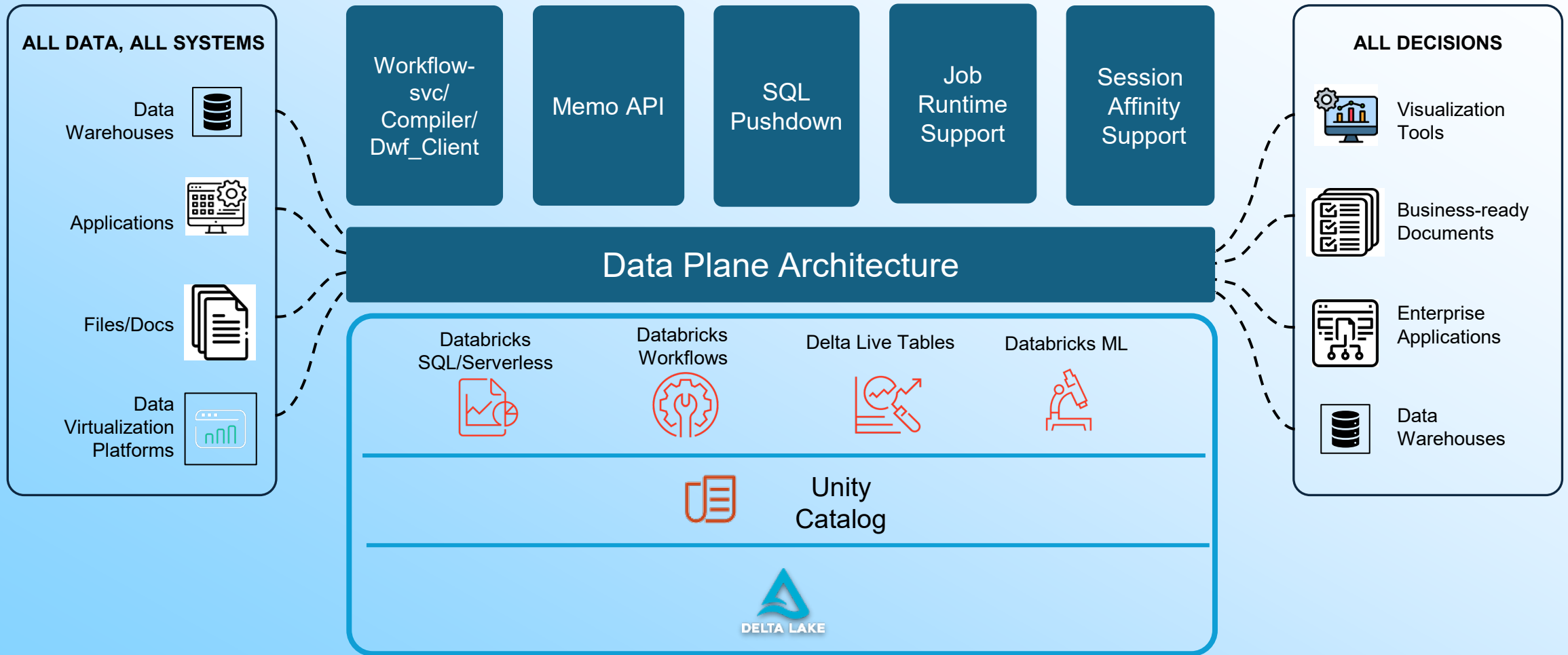
15%



Enhanced Data
Accuracy

98%

Alteryx Analytics Cloud & Databricks Integration



Enhancing Data Governance with LiveQuery

Centralized Query Audit Trail

- Leverage Databricks' built-in query history logging and monitoring
- Remain aligned with existing governance framework in Databricks

Enhanced Compliance Assurance

- Ensure regulatory compliance (HIPAA, GDPR, CCPA) by keeping sensitive data securely in Databricks
- Transparent Data Operations with full control over data usage and movement

	Started at	Duration	Source	User
SELECT `Customer Name`, `Product Name`, `Review` FROM `aac_test_demo_catal...	4/17/2025, 02:01:56 PM	763 ms	Alteryx ⓘ	Byron Dowdell
SELECT `Customer Name`, `Product Name`, `Review` FROM `aac_test_demo_catal...	4/17/2025, 12:35:03 PM	85 ms	Alteryx ⓘ	Byron Dowdell
SELECT `Customer Name`, `Product Name`, `Review` FROM `aac_test_demo_catal...	4/17/2025, 12:25:35 PM	65 ms	Alteryx ⓘ	Byron Dowdell
SELECT `Customer Name`, `Product Name`, `Review` FROM `aac_test_demo_catal...	4/17/2025, 12:25:28 PM	158 ms	Alteryx ⓘ	Byron Dowdell

```
▼ SELECT 4/17/2025, 02:01:56 PM 763 ms Alteryx ⓘ
  `Customer Name`,
  `Product Name`,
  `Review`
FROM
  `aac_test_demo_catalog`.`default`.`expanded_customer_reviews_dataset`
LIMIT 1000000
```

Databricks Foundation Models for Marketing Intelligence



AI Capabilities

Databricks offers easy integration of AI into your workflows

Enhance marketing analytics by incorporating LLMs into traditional workflows



Foundation Models

Foundation Models enrich data-driven decision-making in marketing analytics

Unlocks the potential of disparate datasets for improved customer insights



Customer Segmentation

Customer segmentation categorizes customers based on shared characteristics and review feedback

Tailor marketing strategies for better engagement



Sentiment Analysis

Sentiment analysis assesses customer opinions toward a specific product

Provides insights into satisfaction and areas for improvement

Alteryx Analytics Cloud Roadmap

 Grammar And Language

Grammer & Language Tool

- Grammer
- Translate

 Data Intelligence

Data Intelligence tool

- Sentiment Analysis
- Classify
- Extract

GRAMMAR AND LANGUAGE #3 ⓘ ↔

AI Function

Translate ^

Fix Grammar

Translate

Language

French v

Output Column Name*

description_translation

DATA INTELLIGENCE #1 ⓘ ↔

AI Function

Classify x ^

Sentiment Analysis

Extract

Classify

+ Add Field

Output Column Name*

title_classified

Q&A and Discussion

Audience Questions

Presenter Contact Information

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