



Alteryx for Marketing Service Providers

Accelerate Revenue Growth with Innovative New Offerings

Using *Alteryx Analytics*, you can:

- Increase your service margins by simplifying and automating data blending, enrichment, and analytic processes
- Extend your product offerings to deliver multi-channel profiles and services with shorter turnaround times and greater accuracy
- Grow revenue by productizing your data services with a single, end-to-end data and analytic platform

As a marketing service provider (MSP), your business revolves around data—and massive amounts of it. With it, you help companies capture and manage data about their customers, analyze the data, and then apply these insights to better target those customers and prospects with multi-channel marketing campaigns.

However, getting all the relevant data clean—and actionable—is often a time-consuming and expensive task because customer files often need significant manual cleansing before you can even begin to provide the value-added data and services your clients expect.

What's more, in order to expand your services and offer innovative, new products, you need to take advantage of emerging data sources, such as Big Data and social media. But integrating these new data sources means increased reliance on scarce IT resources and one-off integration projects, incurring long lead times and greater expense. Plus, the plethora of manual, disconnected processes involved in data cleansing, blending, and analysis often inhibits your ability to productize offerings and scale your business, impacting revenue growth and profit margins.

With *Alteryx Analytics*, you can gain efficiencies and speed by automating the data blending and cleansing process and reducing reliance on scarce IT resources. Alteryx enables you to integrate virtually any data source from any location and then enrich your clients' customer data with spatial, demographic, and modeled data—in a single workflow. With a single platform for data blending and advanced analytics, you can create more powerful and impactful data-driven marketing programs for your clients while simultaneously reducing your costs, improving customer loyalty, and accelerating revenue growth.

Increase your data service margins by simplifying and automating data blending and enrichment processes

When was the last time you received a customer file from your client and it was already formatted for your requirements, enabling you to hit the ground running and provide the value-added data and services your clients need and expect? If you can't remember, you're like most marketing service providers, and you know the difficult, time-consuming, and expensive process that's required before you even have actionable data.

About Alteryx

Alteryx is the leader in self-service data analytics. *Alteryx Analytics* provides analysts with the unique ability to easily prep, blend, and analyze all of their data using a repeatable workflow, then deploy and share analytics at scale for deeper insights in hours, not weeks. Analysts love the *Alteryx Analytics* platform because they can connect to and cleanse data from data warehouses, cloud applications, spreadsheets, and other sources, easily join this data together, then perform analytics—predictive, statistical, and spatial—using the same intuitive user interface, without writing any code. Thousands of companies and data analysts worldwide rely on Alteryx daily. Visit www.alteryx.com or call 1-888-836-4274.

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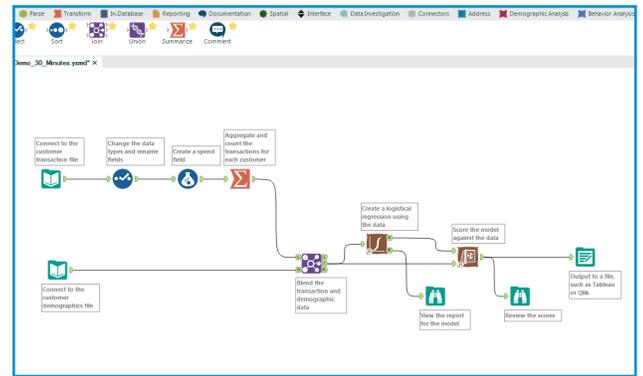
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With *Alteryx Analytics*, the days of manual data cleansing and integration are over. Alteryx simplifies and automates the task of gathering and cleansing the relevant data for consumption. Rather than requiring multiple tools and people from different departments, *Alteryx Analytics* delivers everything you need in a single workflow. Plus, you can easily add powerful packaged geospatial, firmographic, and demographic data as part of any analytic workflow, so you can enhance your clients' customer data quickly and easily.

Extend your products offerings to deliver multi-channel profiles and services without long, data-focused projects

Today's leading-edge MSPs are embracing new and emerging data sources, including Big Data, social media data, and more, to deliver innovative, multi-channel products and services to their clients. But the unstructured nature of these data sources can mean long lead-times and one-off integration efforts by IT personnel already stretched thin within your organization, impacting your ability to compete in the marketplace.

Enter Alteryx. With *Alteryx Analytics*, you can integrate virtually any data source from any location into a single workflow, enabling you to unify customer data across all channels and systems without having to engage a data scientist. And because Alteryx allows you to easily conduct statistical modeling, predictive analytics, and geocoding and location analysis on your clients' critical customer data, you can quickly and easily deliver multi-channel profiles and services to your clients, driving new sources of revenue without incurring significant expense.



Alteryx delivers a single platform for data blending, analytics, and automation

Grow revenue by productizing your data services with a single, end-to-end data and analytic platform

Are you lost in the maze of manual, disconnected processes involved in data cleansing, blending, and analysis? Do you feel like your organization redundantly processes data—negating another group's efforts? Do you find that these inefficiencies inhibit your ability to productize offerings and scale your business, thereby impacting revenue growth and profit margins?

If you answered “yes” to any of these questions, you need *Alteryx Analytics*. Alteryx gives you a single, end-to-end data and analytic platform so you can package and productize your data services to scale your business and drive revenue growth.

With Alteryx, you can eliminate the friction in the various disparate, manual processes involved in data cleansing, blending, enhancement, and analysis, creating a single, automated workflow upon which you can build exciting and innovative offerings. Quickly integrate new data sources. Conduct geo-coding and location analytics. And easily update your analytics when the underlying data changes. The result? Alteryx enables you to create powerful and impactful data-driven marketing programs for your clients while reducing your costs, improving customer loyalty, and accelerating revenue growth.