

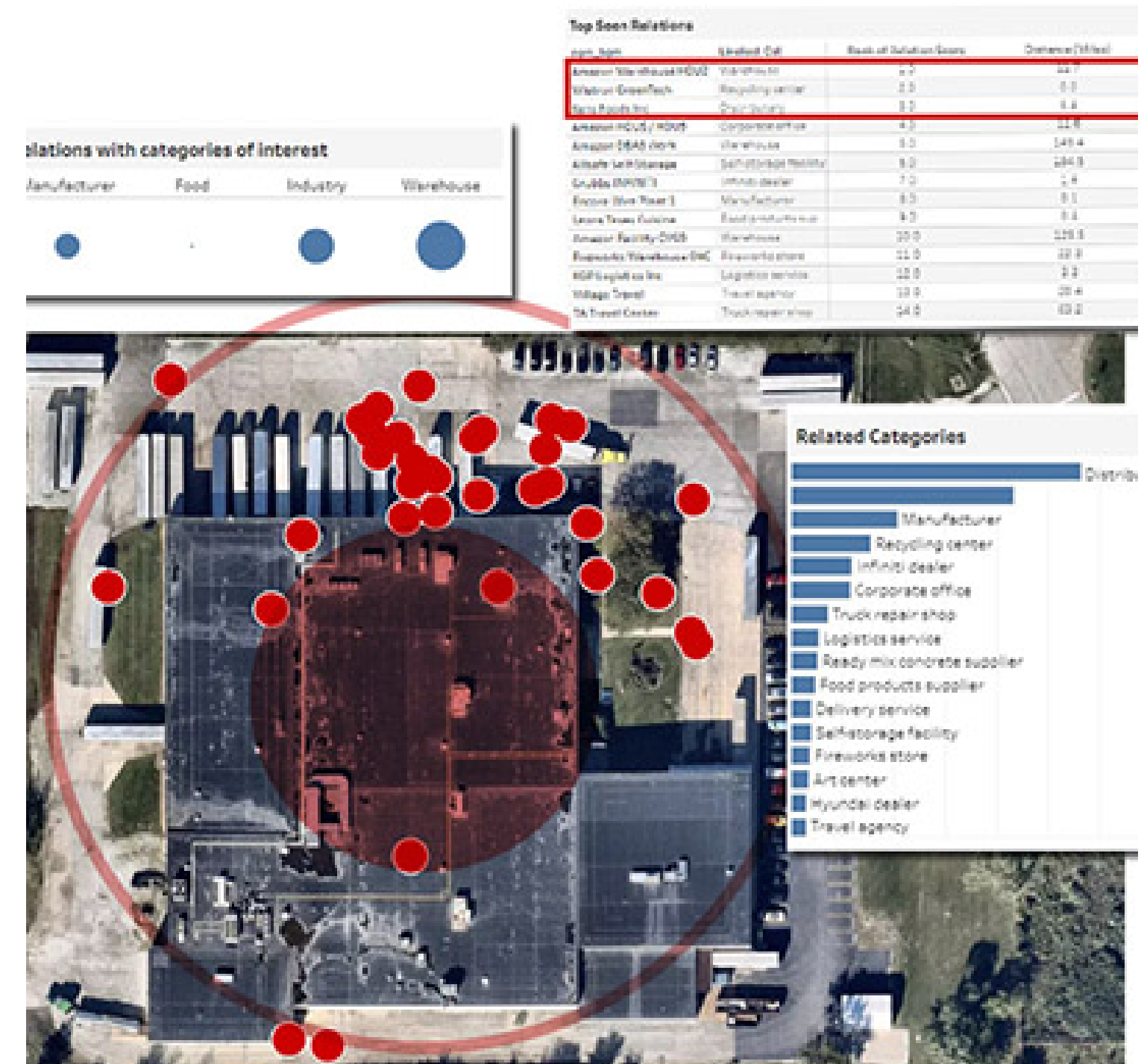
Success Story

How a leading brand used relationships data to identify potential customers

PREDIK

Data-Driven

More Data, Better Business Decisions



Summary



Company

A large multinational company that provides specialized materials to different industries.



Challenge

How to find a cost-effective way to analyze the competition and identify potential customers?



Solution

Relationship data with a geolocation approach to unveil the DNA of a facility.



Results

Identify and focus on major business opportunities.



**600€ million
company with
more than 80
years of
experience.**



The Client

A leading brand provider of specialized materials

We worked with a leading global service provider of treatment materials for industries. The company generates over 600€ million in revenue, has 80 locations worldwide, and has more than 80 years on the market.

Main challenges:

- 1) Map a market to monitor all their competitors and understand who they're working and selling to.
- 2) Develop a system to analyze companies in specific sectors/industries and locations to identify potential customers.



The Challenge

How to find an efficient way to identify potential customers?

The company provides solutions to different industries such as automotive, mechanical engineering, and medical.

That's why they wanted to use data science to:

- Identify new business opportunities in different markets.
- Monitor new competitors.

Big Data is a perfect solution to identify new business opportunities and possible threats caused by competitors.



The Solution

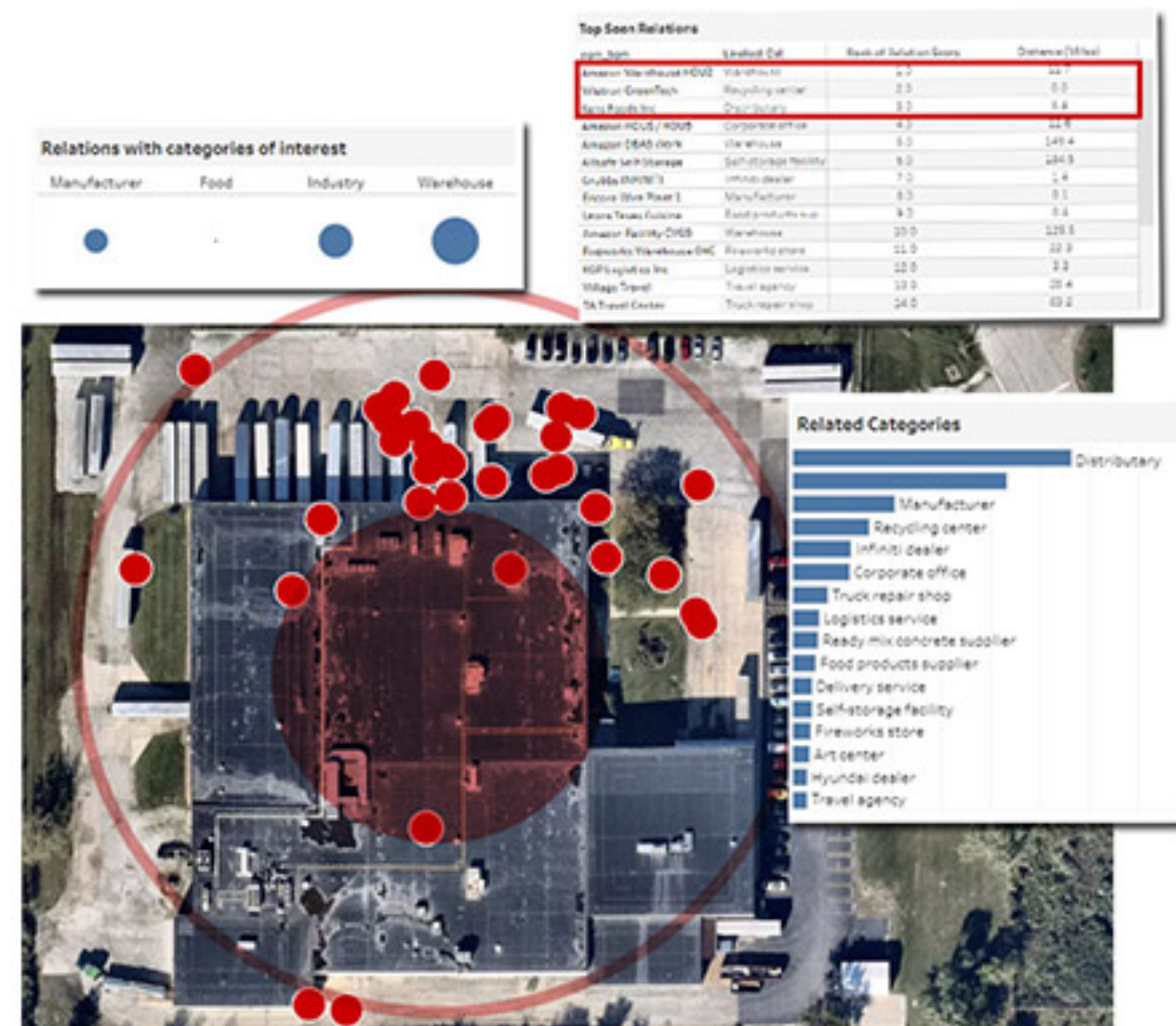
Unveiling the DNA of a facility

Now more than ever, companies need to take advantage of all the data available and integrate it into their decision-making process.

We've developed a cutting-edge geolocation solution that finds, measures, and comprehends all the connections between businesses and facilities in any US industry or market.

With the use of relationship data, our client was able to answer crucial questions like:

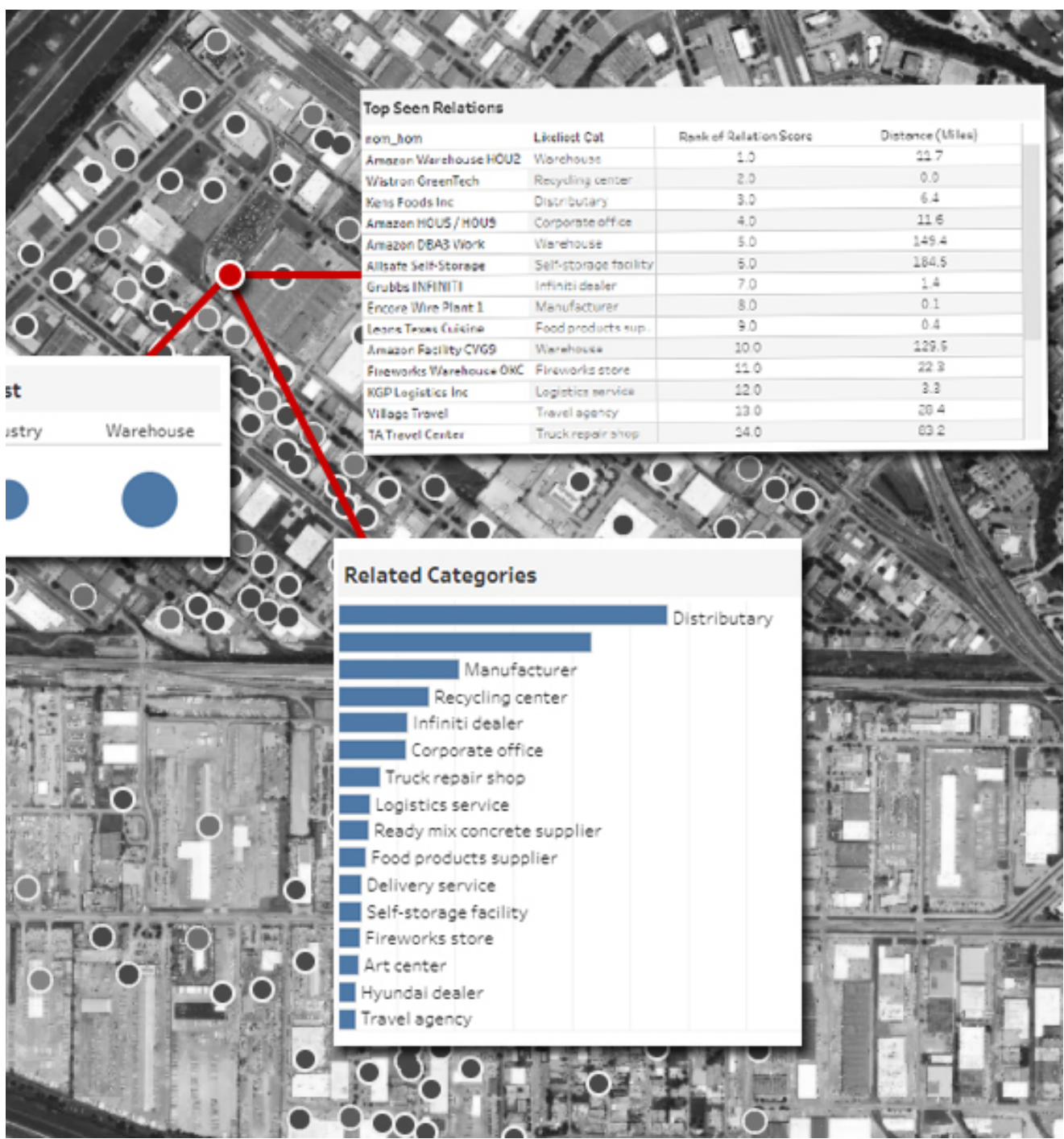
- What are the specific companies my competitor is working with? What companies did they stop working with? Which are their new business relations?
- Who are the leading providers of my customers? Is my company an exclusive provider, or are they also working with a competitor?
- What are the main business opportunities in a specific industry or location?



And one of the most important questions: Where can I find facilities worth a visit for my sales team?

Main results:

- 1) Identify new business opportunities with higher success rates.
- 2) Better understanding and monitoring of the competition.
- 3) Reductions on marketing and sales costs.
- 4) More personalized approach by the sales team.



The Results

Identify and focus on major business opportunities.

Our client can identify and focus on major business opportunities and potential clients. By doing this, they're able to reduce marketing and sales costs.



Transforming Data Science Since 2009

Our mission is clear: We seek to help companies solve complex business problems by developing the most innovative market intelligence and data analytics solutions through a talented team.

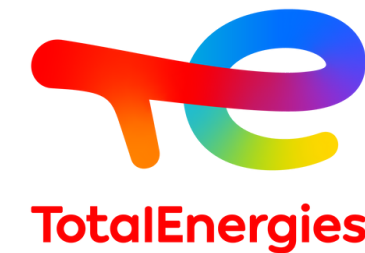
World-Leading Brands Trust Us

14 years of experience developing modern data mining techniques and generating data-driven solutions for corporations worldwide.

+ 20 countries covered
+ 15 industries served

PREDIK
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More Data, Better
Business Decisions





The multinational corporation that optimized its asset protection process and identified possible illegal uses of its products.



The food manufacturer that tested its new product line in the market.



The company that predicted the revenue of its new points of sale and used an algorithmic model to select the most optimal locations.



The brand that analyzed key industrial areas within the US and characterized its target market with a geolocation approach.

More Data, Better Business Decisions

Learn More About Our Data-Driven Solutions

Let's have a 30-minute talk with one of our data experts to understand how can we work together and develop the perfect Big Data solutions for your organization.

+1 (305) 442-2750

info@predikdata.com



www.predikdata.com



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