PRDCT

PREDICTIVE PRODUCTS

IN A NUTSHELL

◗ **PRDCT** | we predict what your customers want

PRDCT is an Amsterdam based startup, delivering software for data driven marketing.
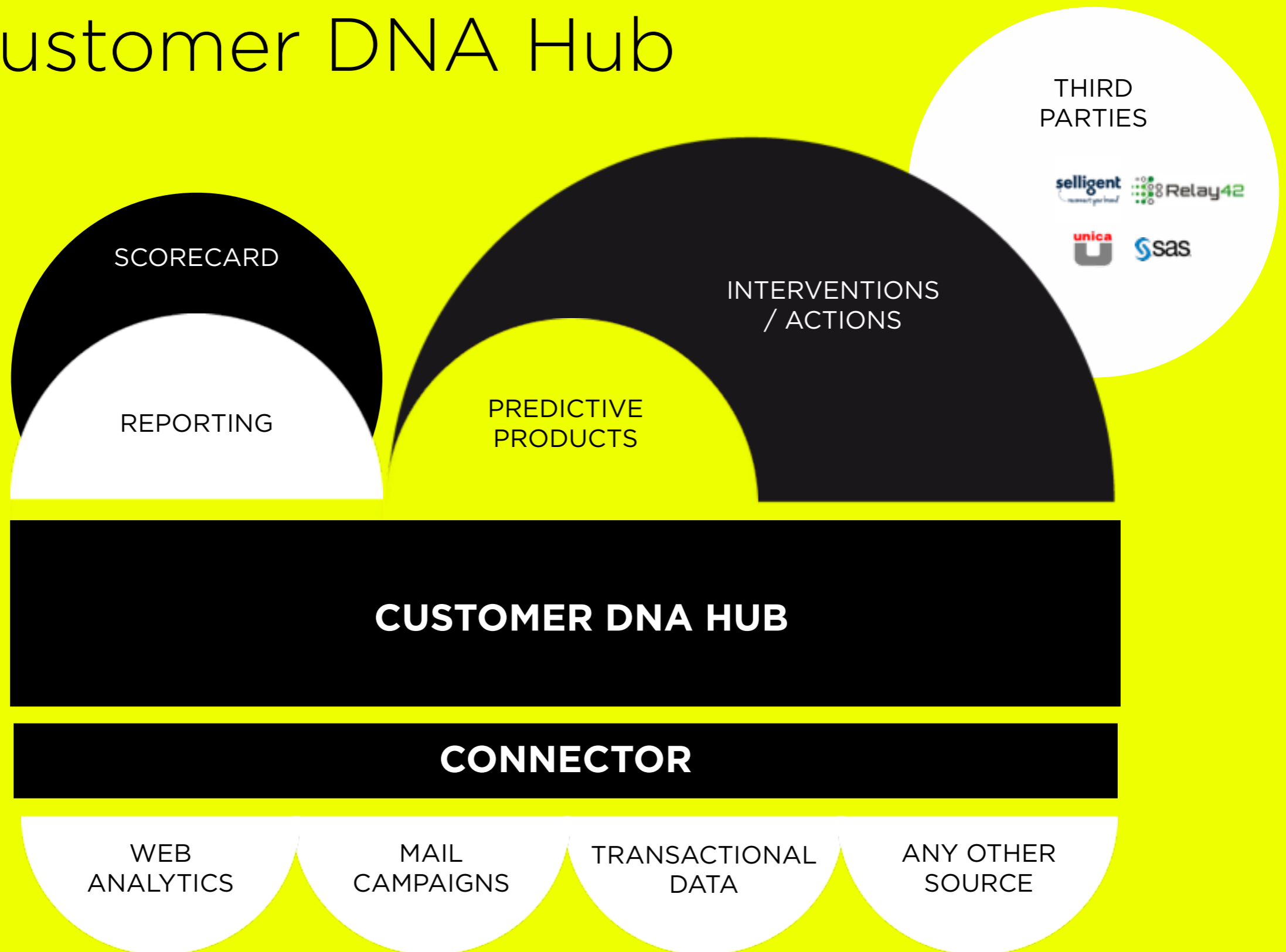
The PRDCT Customer DNA Hub generates customer profiles up to the level of a Single Customer View. This enables marketeers to set up a customer centric strategy, and let them predict future consumer behavior.

The PRDCT platform is the foundation for all data driven marketing programs. Our software is set up in a generic and open way, and can connect with almost any other software. Instead of creating another silo, we integrate all data and thus enable marketeers to get started with data driven marketing fast and easy. Our strength is to show results in a short period of time.

The PRDCT team consists of 6 people with a background in marketing and tech.

◖PRDCT

Get a single customer view with our customer DNA hub

Customer DNA Hub

THIRD PARTIES

SCORECARD

REPORTING

INTERVENTIONS / ACTIONS

PREDICTIVE PRODUCTS

CUSTOMER DNA HUB

CONNECTOR

WEB ANALYTICS

MAIL CAMPAIGNS

TRANSACTIONAL DATA

ANY OTHER SOURCE

PRDCT

◗ **Our predictive products**
make data actionable

◀PRDCT

Some examples

▶ detect customer sentiment about your product

▶ know which customers will cancel and defect to a competitor

▶ sort out which customers will act on your marketing messages

▶ find out which marketing channels are most profitable

▶ predict what customer is sensitive to (discount, incentive, scarcity)

▶ predict which top 50 customers are going to buy product X today

▶ predict per customer which 3 products he is likely to buy

▶ predict which channel is the best to interact with your customer and when

◀PRDCT

PRDCT

PREDICTIVE PRODUCTS

WWW.PREDICTIVEPRODUCTS.COM