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## Clario Analytics Announces White Paper and Webinar about the Business-Critical Need for a Marketing Analytics Platform

### White Paper and Webinar Helps Accelerate Multi-channel Retailers Analytics Adoption

**Eden Prairie, MN, April 10, 2012**—Clario Analytics, a leading expert in cloud-based marketing analytics for multi-channel retailers, today announced the availability of a new white paper, “Why Your Business Needs a Marketing Analytics Platform”. The white paper provides marketers with detailed information as to why a marketing analytics platform will empower marketing to deliver more insight, cost-savings across channels and increased revenues. Clario is also hosting a free webinar on the same topic on May 2, 2012 from 2:00-3:00 pm CT.

According to Matt Redlon, Clario Analytics CEO and co-founder, “There is recent research that suggests each dollar spent on analytics generates ten dollars or more in benefits. That’s why multi-channel retailers are so interested in marketing analytics in 2012. The days when marketers could hope to understand millions of customer interactions just from reports, spreadsheets and human intuition are over. Going forward, marketers realize that they need to have a solid analytic foundation to target customers across multiple touch-points with more precision.”

#### THE MARKETING ANALYTICS PLATFORM WHITE PAPER ANSWERS THESE KEY QUESTIONS:

- Who are your best customers and what portion of total revenues and profits do they represent
- Which customers prefer which marketing channels and how that influences your marketing plan
- How many contacts do different customer segments need to produce the same revenues
- What is the long-term value of a new customer, and how much should be spent to acquire new customers
- What is your customer profile by segment based on purchase behavior, web browsing behavior, email behavior, demographics, lifestyles and more

The paper and webinar is authored by Dave Fickes and Doug Faherty, both senior analytic executives at Clario Analytics who work directly with Clario clients to help them realize their full marketing analytics potential. Their perspective as seasoned marketing professionals comes from 20+ years devoted to helping some of world’s most successful retailers such as Target and L.L. Bean.

#### WHITE PAPER AND WEBINAR AVAILABLE

Download the White paper at [www.clarioanalytics.com](http://www.clarioanalytics.com). A webinar about how you can get started realizing the full potential about a Marketing Analytics Platform is being held on Wed, May 2, 2012 from 2-3pm CST. Register at: <http://www.clarioanalytics.com/resources/webinars>.

#### ABOUT CLARIO ANALYTICS

Clario Analytics develops and markets analytic marketing solutions via a cloud-powered, Software-as-a-Service deployment model. Clario brings unique insight into customer behavior through sophisticated analytics and world-class expertise. Clario Core transforms raw customer data into actionable, customer-level intelligence, allowing marketers to create more personalized programs and profitable results. Clario Stream is a powerful contact optimization engine that helps increase both marketing efficiency and effectiveness, while improving customer interactions. Clario Zone offers geo-demographic data solutions for census and climate data that lets marketers target their campaigns. For more information visit our website at [www.clarioanalytics.com](http://www.clarioanalytics.com) or call 952-653-0980 or 866-849-3341.

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