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Clario Analytics Announces New Video: What is Contact Optimization?

Animated Video Shares How Contact Optimization Makes a Difference for Multi-Channel Marketers

Eden Prairie, MN, May 2, 2012—Clario Analytics, a leading expert in cloud-based marketing analytics for multi-channel retailers, today announced the availability of a new video to share the benefits of Clario Stream, its flagship contact optimization solution. The video shows how marketers can tailor the best marketing contact strategy for each customer. The video also explains how key concepts such as revenue cannibalization and marketing saturation enable marketers to identify unproductive and missed opportunities that improve the efficiency and effectiveness of marketing campaigns.

According to Matt Redlon, Clario Analytics CEO and co-founder, "There is a lot of confusion among marketers as to what contact optimization actually is. This short video explains what contact optimization is and why it saves marketers money, while delivering more relevant and personalized campaigns. The animation style of the video explains these benefits in a fun, yet educational way leaving the user with fresh ideas of how contact optimization can make a difference."

VIDEO AVAILABLE ON CLARIO ANALYTICS WEBSITE

Clario's explainer video format is colorful, fun, and easy to understand in one sitting. The video features Tim, a marketing manager working through challenges brought on by lack of insight into marketing campaign decisions. As Tim starts using contact optimization to combat these problems his world opens up to the possibilities of finally reaching marketing nirvana — marketing to the right people with the right offer at the right time via the right channel. The video is available on Clario's website at: http://www.clarioanalytics.com/resources/videos/what-contact-optimization.

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** or call 952-653-0980 or 866-849-3341.

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