Giving Information Meaning

Knowledge Cycle

Data
Collection
Organization
Information
Application
Evaluation/Analysis

Knowledge
Action
So, What Happened?
What is Predictive Analytics?
Predictive Analytics
Predicting Corporate Behavior
Change
Digital Business Intelligence for EDO’s

LeadIQ is a lead generation software plugin to your website that tells you, for 10 to 15% of your users:

• Which company came to your website
• What they did
• What they searched for
• What properties they viewed
• What kind of properties or companies they searched for
• And how to contact them
DCI – Web-to-Lead

DCI Best Practice
• Identify companies exhibiting behavior which forecasts a site location needs (predictive model)
• Call everyone on the list

DCI NEXT Practice
• A company visit to an ED website is the new predictive factor
  – Identify prospects quietly visiting your website
  – Drive “best bet” companies to your website
• Selectively contact “gold behavior” companies
Trends
Your Thoughts?
Thank you!