We live in a data-rich world. From visitor behavior on websites and social media interactions to mobile app usage and device communications across the Internet of Things, brands are inundated with data.

Why Being Data Driven Isn’t Enough

A data-driven approach to customer engagement is no longer good enough. Leading brands will adopt an insights-driven model that applies data at every opportunity to differentiate their brand and optimize the entire customer experience.

More data does not equal more insight

Insights-driven businesses are predicted to grow at an average of more than 30% annually and on track to earn $1.8 trillion by 2021.

According to Forrester Research, insights-driven businesses are customer-obsessed firms that systematically harness insights across their organization and implement them to create competitive advantage through software.

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Insights create opportunity

72% of insights-driven businesses have implemented a single view of the customer vs. only 47% of non-insights-driven businesses.

Interested in a new technology that can help your company become insights-driven?

Click here to learn more about Oracle Infinity.