Why Being Data Driven Isn’t Enough

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.

INSIGHTS-DRIVEN BUSINESS REPORT

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.

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.

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

MORE DATA DOES NOT EQUAL MORE INSIGHT

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.

INSIGHTS CREATE OPPORTUNITY

INSIGHTS-DRIVEN BUSINESS REPORT

INTERESTED IN A NEW TECHNOLOGY THAT CAN HELP YOUR COMPANY BECOME INSIGHTS-DRIVEN?

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