



Dataforensics



Dataforensics is a data marketing company.

In the digital age, companies gather a great volume of data as part of their regular business operations. These data potentially contain a lot of business insight which can be used to optimize operations and set strategy. The big question is always **how** to unleash the value as contained in this data.

We apply advanced information technology to your marketing data, but always from a business perspective. Only by combining human wisdom with dimensional modelling, artificial intelligence and machine learning, meaningful patterns can be found that are actionable.

Our extensive track record.

We have been in the data analysis business for ages. Even before the start of the Internet we were active exploring marketing data from various sources, both internal and external, optimizing lead generation, customer churn and customer relationships in general.

In the course of time the volume, variety and velocity of data has increased dramatically. Alongside, technology has progressed enormously, providing an elaborate toolbox from which individual instruments can be taken to analyze, model and simulate the business environments in which companies find themselves.

Our customers include top leaders in financial services, pharmacy, publishing, fund raising and retailing.



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Our way of working.

With “our”, we mean you and us. To deliver results, we work together. Your business ambitions with your marketing data are aligned with our knowledge and tools to create added value.

Typically we start with “low hanging fruit”, easy small steps that create huge value. In this way we get to know each other, where we can show our added value and you get business results immediately. If the relationship is beneficial, we extend on this basis and gradually expand the scope and effect of the improvements.

How much time this will take ? It can be very quickly. A pretty advanced analysis of your website data can be set-up in one day.

Our data infrastructure.

There is structured way in progressing from the raw data as contained in operational systems towards the marketing results we obtain. The available data are durably stored in the ADS (Analytical Data Store) in a structured manner by consistent and meaningful Analytical Model. The Reporting Model is focused on historical explanations. The Simulation Model is focused on forecasting. Both help your organization achieve your marketing goals.

