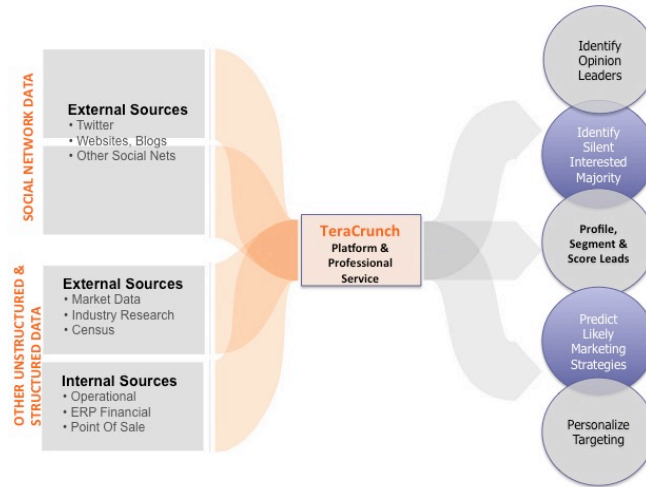


Solution Overview



Quality lead generation transcends industry or market sector. In a world where every sales and marketing dollar counts, companies still expend massive budgets attempting to generate and follow leads that are not properly qualified. Mass channel, cold calling and other scattershot methods waste time and money. They even annoy potential clients who aren't quite that far along in their decision process, and so poisoning the well for your future sales and marketing efforts. But real data and scientifically informed analytics allow the kind of targeting that has before been impossible.

TeraCrunch provides an innovative solution for targeted and precise lead generation. Give us your target interest area or key words, topic, company name, phrases, incidents, etc. and we will provide precise leads that will convert. Our analytics do far more than just pinpoint likely opinion leaders and obvious influencers from Twitter & public data sources. Our insights penetrate deep into social networks to uncover people who may not be active on Twitter, but nevertheless are interested in your product or service. Our analytics score people on a range of characteristics: interest, influence, propensity to act, and so forth. We also segment populations into useful groups and dynamically monitor evidenced changes in their interests and activities — as well as inferring likely associated interests that may not be obvious on the surface. For additional return on investment, we specialize in connecting our Twitter analytics with other outside and proprietary data sources that will leverage your reach and conversion.

Benefits

- Identify sales leads with highest potential to close
- Understand lead perspective & emotions
- Identify the long tail of silent targets
- Precisely optimize customer outreach
- Project likely successful marketing strategies
- Enrich understanding of existing customers
- Extend understanding of likely markets
- Rich customer segmentation & profiling

NEXT STEPS

Email us at services@teracrunch.com with any questions, consultation or pricing requests

Capabilities

- Use technology to provide you with leads that convert
- Visualize in real-time through a dashboard, custom reports or API to feed into your tools
- Our solutions employ advanced algorithms that are tested and proven across multiple customers
- Reduce costs up to 40-70% through decreased staffing, training, management and maintenance
- Highly experienced Data Scientists work as an extension of your team
- Vertical cross-pollination – our interdisciplinary approach (multiple verticals & domains), enables better creation and consumption of analytics.
- Deploy in the cloud or behind a firewall
- SAAS model – one time configuration fees and monthly subscription fees only after satisfactory testing

TeraCrunch Platform TEXT ANALYTICS ENGINE

Transform data into meaningfully defined topics and associations: events, numbers, things, people, places and the patterns & correlations between them

INSIGHTZ™ MODULE

Pre-built algorithmic models designed to pinpoint associations and propensities between people & things, predict change over time, identify instabilities, variation ranges and anomalies

DATA EXTRACTION

Enables comprehensive and rapid collection of data from Customer Data Sources, Internet, Social-Media and other sources and prepare the data for further synthesis

TECHNOLOGY

Machine Learning Algorithms, Natural Language Processing, Knowledge Engineering, Statistical & Computational Models, R, WEKA, MongoDB

For more information contact services@teracrunch.com