

Visual IQ rolls out new software platform "IQ 2.0"

Visual IQ (www.visualiq.com)--formerly Connexion.a, Inc--a leading provider of marketing business intelligence (MBI), today released their new software platform - IQ 2.0, its on-demand software suite. The IQ 2.0 platform provides actionable insights to the advertisers and agencies to achieve the highest return on their advertising spend (ROAS). The software has a full set of dashboarding and reporting capabilities that enable the accurate and efficient reporting. 'This is a great boon for the advertisers and agencies. The ROI is huge.' says Manu Mathew - CEO of Visual IQ.

The solution generates actionable insights by integrating and analyzing three major data sets.

1. Advertisement performance data from different media channels including online search, online display, mobile marketing, TV, Print, radio, out-of-home and events.

2. Response data from call centers, web-site and surveys

3. Customer specific data such as their purchase and browsing behavior

By connecting all the three data sets, the IQ 2.0 platform predicts which advertising channel can produce customers with highest LTV (life time value). The tool then optimizes the allocation of funds to the right channels, publishers and placements using the right creative messages and offers. By analyzing customers' response and behavior, the system recommends the right methods of engagement that is customized to each customer. 'Our unique technology helped Visual IQ to analyze billions of records to come with actionable insights and use them in a manner where the advertisers can recognize returns immediately after start using the IQ platform' says Anto Chittilappilly - President and CTO of Visual IQ.

'The IQ platform virtually works as a self funding system' says Alan Osetek - EVP of Sales Marketing of Visual IQ. The ROAS (return on ad spend) generated by the IQ platform is normally several times higher than the cost of the software and services. Large advertisers gain millions of dollars per year by using Visual IQ's on demand software suite.

Forrester Report says 'Interactive marketing is a fragmented discipline in which marketers work with many different vendors to develop and execute marketing programs. But as the number of channels and programs grow, this situation becomes untenable. The primary building block of the online marketing suite is a shared data repository that resides in the central hub and is capable of creating a singular view of the customer and transparently managing responses across interactive channels. Visual IQ (then named Connexion.a) is the one of first developers of the unified data model that enables that singular view'

The key differentiators of Visual IQ are the accuracy and timeliness of information that it generates. Visual IQ employs the top talent from India to provide the best services to their large clients in the US and Europe. 'We are extremely strict in our hiring procedures. Only the top 1% gets through our screening process. The attrition rate is close to zero' - Says Vincent Chittilappilly - Vice President of Technical Operations of Visual IQ. Visual IQ is doubling its size every year and planning to continue that in the coming years. 'We are in the process of acquiring new space and new talent. Quality is the most important factor for both'. Vincent added.

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