KNIME for Marketing Analytics

Problem

The average marketer deals with 80% more data points than they did five years ago, and relies on more marketing touches (in many cases, over 11) **to make a sale**.

They face the challenge of efficiently making sense of all that data to meet the changing demands of customers. And the challenge isn't just technical, but also regulatory.

Data privacy regulations like the GDPR demand that companies keep their data clean and accessible to customers, while at the same time making it available to marketers so they can create thoughtful and personalized customer journeys.

Solution

KNIME provides marketers and data experts a single platform with which they can make sense of data while ensuring security and privacy.

The platform's low-code, no-code interface gives marketers the ability to access and combine data from disparate databases and Martech tools, while also allowing data and IT teams to set up access controls for data security and compliance. KNIME offers no limitations on the kinds of analyses your team can perform, supporting everything from basic dashboarding and data exploration to predictive modeling to deploying sophisticated ML models as data apps and services.

Benefits

- **Access any data type from any data source via a central, controlled environment.**

  Connect data from ads, site visits, leads, chats, or anywhere else for a complete view of customer and marketing activities. Meanwhile, legal and IT have the confidence that you're GDPR-compliant.

- **Build for any marketing analytics use case, from basic to advanced.**

  The same visual environment can support quarterly reporting, as well as real-time ML-powered data apps. One platform supports teams across all experience levels.

- **Get more time for your money with reusable solutions.**

  You don't need to reinvent the wheel each time you access and clean your marketing data. You can build a library of reusable marketing solutions.

Why KNIME

Intuitive Enough for Beginners, Sophisticated Enough for Experts.

Marketers can automate tedious spreadsheet work and data analysis tasks without any coding, independent of IT or resource constraints, all while learning more advanced data analysis techniques. Data scientists can build advanced models with or without code.

A Single Environment for the Entire Data Science Lifecycle.

From data-prep to visual data exploration and modeling to enterprise-wide deployment and monitoring, teams can use a single platform to support a project from start to finish. No need to piecemeal a solution with multiple technologies or deal with costly integrations.

Future-Proof.

The data science ecosystem is rapidly evolving, and KNIME's open-source approach keeps teams on the bleeding edge of modern data science. No vendor-developed tool can keep up with the innovation driven by an active open-source user community.

Extensible and Flexible.

KNIME provides marketers with the most connected data environment possible. Marketers can leverage access to over 300+ data sources and connect any tools in their Martech stack. Data scientists can build models using any advanced method or take advantage of built-in integrations with R and Python.

Proven.

With 250K+ community members and millions of KNIME solution downloads, market leaders across all industries use KNIME.

WÜRTH　　paloalto® NETWORKS　　TRUATA.　　SPORT ENGLAND

A Single Environment for the Full Lifecycle

Data Sources

Deployment Methods

Advertising
Analytics
Content/Email
CRM/Sales
Social Media

KNIME

Data Prep · Analytics · Model Building & Training · Deployment & Monitoring

REST Services

Data Apps

BI Tools & Dashboards

Emailed Reports

Sample KNIME Marketing Use Cases

- Customer Segmentation

- Recommendation Engines

- Campaign Performance and Conversion

- Sentiment Analysis

- Marketing Analytics Process Automation

- SEO and Keyword Research

- Multi-Touch Campaign Influence

- Lifetime Value Assessment

- ROAS Across Ad Platforms

- Customer Acquisition Cost

Talk to Our Experts

If you're interested in learning more about KNIME or how your marketing team can leverage us, drop us a line: sales@knime.com.