

Accelerate client acquisition with IBM SPSS Advanced Statistics

Statistical models help personalize marketing campaigns to target, acquire and retain customers

Global markets today are dynamic, and consumer preferences are constantly evolving. The ability to target the right audience with the right product offering has become increasingly crucial to effectively acquire customers. But merely attracting them is only part of the equation; retaining them is equally vital. With IBM® SPSS® Advanced Statistics capabilities, you can leverage advanced analytical techniques to optimize your customer acquisition and retention efforts.

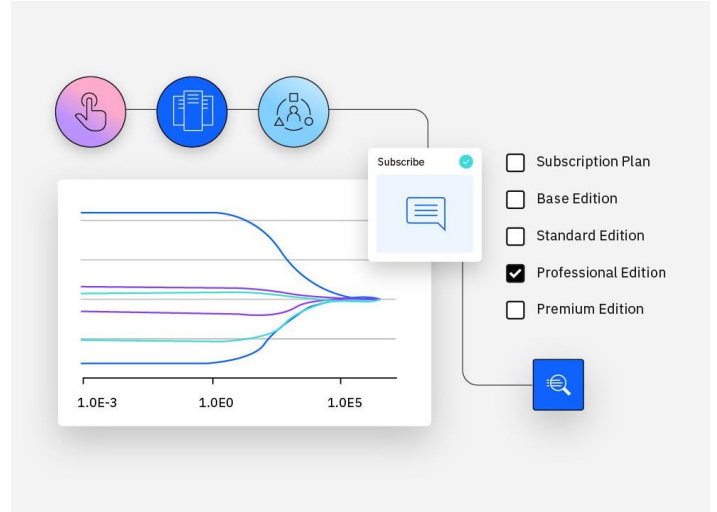
Key techniques to drive customer acquisition with IBM SPSS Advanced Statistics

Understand customer purchase behavior

General linear models (GLMs) and generalized linear models (GENLINS) are statistical models that help in understanding and predicting customer behavior and trends. You can use them to analyze the connection between a dependent variable, such as customer satisfaction, and one or more independent variables, such as advertising spend.

Segment and target customers

Hierarchical linear models (HLMs) are statistical models that help categorize customers according to their buying patterns, allowing you to customize marketing campaigns for individual segments. This targeted approach enhances marketing efficiency.



Engage with personalized communication

Generalized estimating equations (GEEs) are statistical models that can estimate complex correlation structures. They can model the influence of targeted marketing campaigns on customer engagement and pinpoint key factors impacting customer behavior.

Predict churn and develop a retention strategy

Generalized linear mixed models (GLMMs) are statistical models that account for the correlation between observations in mixed datasets. They can help you predict customer churn based on various factors, such as account activity. You can identify customers who are at high risk of churning and implement personalized retention plans.

By leveraging the capabilities of IBM SPSS Advanced Statistics, you can gain valuable insights into customer purchase behavior and tailor your marketing efforts accordingly. Such tailored approaches can lead to improved customer experiences and better business outcomes.

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