

## Fact Sheet

Figurs\* is a marketing analytics consultancy, which helps companies make profitable marketing decisions - specializing in data mining & predictive analytics, marketing automation, web analytics, database marketing.

### Working Method

Authorization: NAFTA (TN-1), Canadian Citizen  
Arrangements: Contract & Project Base; Hourly.  
Location: On-site and/or Remotely  
Language: English, French  
Entity: Corporation



### Expertise

- Data Mining & Predictive Modeling: Regression, Decision Trees, Neural Nets, K-means, MDS, LDA
- Marketing Automation: Campaign Design, Operational Matrices, & Implementation
- Web Analytics: Scorecard, Web Path Analysis, A/B Testing & Optimization
- Database Marketing: Reporting, List Management, Data Preparation.

### Technology

- Predictive Modeling: SAS, SPSS, KXEN, Angoss, Unica Predictive Insight
- Marketing Automation: Unica Campaign, Infor Epiphany CRM
- Web Analytics: Site Catalyst/Discover, Google Analytics
- Database Marketing: T-SQL, Oracle (SQL+)

### Selected Clients

