



CONNECTED
MARKETING

BIG DATA RESEARCH

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BIG DATA RESEARCH

Daniele Sacks said, "And the internet has turned what used to be a controlled, one-way message with a customer into a real-time dialogue with millions"

- 54% of marketers have already invested in big data solutions and the number is expected to be 90% in next 5 years
- 62% of marketers admit to big data budgets being on the rise
- British spend one in every 12 waking minutes online
- Compound retail e-commerce to grow 53% in China and 44% in India from 2012-17

- We enable organizations to rapidly introduce new capabilities
 - Offerings include location-based services, intelligent marketing campaigns
 - Analysis on next best actions for sales and service, social media insights
 - Network intelligence to significantly reduce cost and increase revenues
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The scope for marketing is vast and has undergone major transition with time. From the days of the madman of the print ads to the youtube campaigns, tools and mediums of engagement for a marketing professional has changed with the technological innovations

As the segments within the markets grew so did the need to communicate to them directly. In an era of globalization and diversified customer base, each communication is meant to entice a specific set. The messages have increased, so have the channels- from Orkut to Facebook and from Pinterest to Instagram, the world of SE, SMO and PPC has grown well beyond the initial speculation which termed it as a fad.

The introduction and establishment of new media has brought, in a wave of "Big Data." Be it the World Economic Forum or the LinkedIn networks, "Big Data" has been the point of a conversation across the board for a simple reason that there exists a huge repository on consumer information.

Big Data is critical and point made evident during the WEF report titled, "Big Data, Big Impact." declaring data a new class of economic asset, like currency or gold.

Atom's has been spending dedicated time on solutions catering to Big Data and system intelligence.

Be it on the telecommunication or the enterprise side. We have been providing our customers with detailed information that links them to their market on continual basis.

We have industry and vertical solutions with primary focus to enable customers towards a seamless transition in becoming digital enterprises of the future. We are also working on solutions that measure the mood of each social mention, feelings and opinion and assist the marketers in the next best action, converting customers sentiments to actionable data. With diverse consumer base spread disparately across the globe, the new media is a avenue to tap the reservoir of market sentiment to again access to new markets.

Connected World. Connected Solutions.