

# Datasheet: iDataMine – Big Data Analytic Engine

## KEY FEATURES:

- Quick and easy integration with Twitter, LinkedIn and Facebook
- Database for storing all the data extracted by iDataMine
- Functionality to combine social, web, and BI triggers to your lead scoring program
- On Eloqua AppCloud
- Inline reporting, dashboards, and predictive analytics

## KEY BENEFITS:

- Identify targeted accounts that are active and interested in your products now to increase conversion at the top of the funnel
- Receive real-time notifications based on market trends and buying patterns to significantly shorten the sales cycle
- Built on Amazon cloud to ensure speed, security, and scalability.

## User Dashboard:



## Profile Analysis:



iDataMine's advanced algorithms and big data mining engine uses social, web and BI relationships to find any public information you need, and present that data in a format that is easy to understand.

**Demand Generation:** Find and understand the most valuable relationships to your organization. Understand your online community, as well as the subsets of data that sits within the community. This includes your customers, your competitors, your competitors' customers and more. Leverage iDataMine algorithms and relationships to enhance lead management processes, shorten sales cycles and win more business.

**Relationship-based Segmentation :** Ensure that your messaging is aligned not only demographically but also based on who your contacts know and trust.

**Predictive Analytics & Real-Time Notifications:** Understand your ecosystem. This includes everyone and everything around you. Watch market trends and product buying patterns to determine who will most likely purchase next. Get notified in real-time when changes take place.