

MRP Prelytix

Predictive Customer Acquisition

MRP Prelytix is a predictive customer acquisition platform that provides the insights and capabilities your business needs to expand product and service lines, penetrate key accounts, and scale on a global level more quickly. Our machine-learning predictive algorithm is the foundation of the platform, which ingests over 6 billion third-party and first-party records per night to produce a dynamic prioritization score that will then inform your actions during every stage of your target accounts' buyer journey.

Leveraging MRP Prelytix throughout the Customer Journey

- **Discovery:** define your target accounts, segments, and keywords within MRP Prelytix to begin identifying the accounts in your target market with the highest propensity to buy
- **Insights:** prioritize your market as the MRP Prelytix algorithm begins consuming real-time buying intent data, specified in the Discovery stage, and assigning each account a score, which is then populated in a 9-block matrix
- **Orchestration:** use the keyword analytics learned in the Insights stage to plan, design, and execute a content delivery strategy based on where buyers are in their journey
- **Execution:** execute your go-to-market strategy across display, e-mail, direct mail, and inside sales through MRP Prelytix and begin routing highly-qualified opportunities to the salespeople most likely to convert them
- **Analytics:** receive visibility into tactical results in order to understand the success of each of your tactics and begin dynamically fine-tuning keywords, segments, and the predictive algorithm

Key Features

- Only MRP Prelytix algorithm is customizable by the user, enabling them to adjust the algorithm to add greater weight to certain keyword activity and research behaviors
- MRP Prelytix enables sales and marketing teams to align their goals and optimize their tactics by dynamically segmenting their accounts to deliver the right content to the right people
- Client-chosen reports and alerts mean you will never miss a big



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MRP provides predictive customer acquisition software and services. For 15 years, clients have relied on MRP to help them achieve their revenue goals by combining cutting edge predictive analytics with a full suite of Account Based Marketing services to acquire new customers, faster. MRP has 12 offices, 500 employees and covers 100 countries around the globe.