

Service Offering Overview

# Data Monetization

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Go-to-Market Acceleration

You're awash in data. You've leveraged it for internal value, parsing for operational and customer insights and acting on them. Now with expanded cloud storage, machine learning, and new AI toolsets, leveraging that data to transform your business actually feels attainable.

Data monetization builds on ideas of customer personalization and insights that are themselves difficult to accomplish, and you're getting stuck. You could unlock higher value - once your organization embraces the skillsets, technologies, and mindset to activate your data as a source of revenue.

The market is eager. Demand for data is exploding, with market research firms, advertisers, investors, and other product and service providers seeking to create value from new combinations of data sets.

Given the scale of AI investment, competitive, growth, and regulatory pressures, you can't afford one-off guesses. You need a pragmatic, structured approach to demonstrate the value of your data.

# WHAT WE DO

The path to data monetization is an evolution, requiring a systematic strategy that takes your data from internally useful to commercially valuable. Our team at Further Advisory is experienced at navigating its inherent complexities. We partner with you to build a realistic roadmap of opportunities, clearly mapping capabilities, relationships, and commercial models to chart the course to where you want to be. Then we take it further, executing with excellence to take your data monetization from Strategy to Reality®.

# WHY DATA MONETIZATION?

IMPROVE EXISTING PRODUCTS & SERVICES	CREATE DATA PRODUCTS	SYNDICATE DATA
Use insights from customer and third-party data to tailor offerings for improved customer experience, messaging, satisfaction, and loyalty.	Provide customer or operational data for internal or external visibility into behaviors or patterns that improve decision making.	Create income streams by sharing data with additional parties, forming partnerships to combine datasets or sharing as "data exhaust" to inform new use cases.

# OUR APPROACH

We employ a structured, iterative approach that identifies market opportunities based on your data set's strengths, challenges, and potential use, and organizational readiness.



# ABOUT FURTHER

We are a boutique management consultancy focused on converting strategic vision into business reality. We always go the extra mile, equipping our clients with critical insights and plans for navigating challenges and accelerating change.



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**CONTACT US!**

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