

MarketIQ

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Our View

Reporting from the recent Marketing Forum: Customer Intelligence Comes of Age

By Michelle Boockoff-Bajdek
Executive Director, Marketing & Business Development

Forrester's Marketing Forum, as I wrote in a recent post on Quaero's blog InsightIQ, [Forrester's Marketing Forum – Are You Planning to Attend](#), was intended to deliver value to attendees through a variety of means – content, networking, council meetings and analyst 1-on-1s. So did it deliver? I believe it did. I spoke with peers, clients and analysts, all of whom agreed that this event will help to shape the decisions they make back at their companies.



Why was it so powerful? A lot of it had to do with the content and theme. *Adaptive Marketing: How to Design a Flexible Marketing Organization to Thrive on Change* felt particularly relevant as we start to see a light at the end of the recessionary tunnel.

[> Read Full Article](#)

For more insight from our experts, visit our blog [InsightIQ](#).

Their View



Adaptive Marketing and Table Stakes

By Kristin Hambelton
Senior Director of Marketing

As we prepared for Forrester's Marketing Forum 2010, we talked with customers and partners about what "adaptive marketing" means to them.

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Your View

What do you think?

What does "adaptive marketing" mean to you and your organization?

Enter Your Opinion

[> Enter Your Opinion](#)

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**Know Thy Customer:
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June 2, 1:00 pm EST

Featuring David Frankland,
Principal Analyst,
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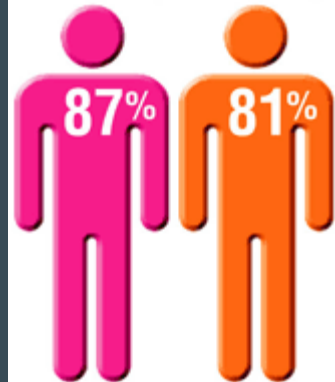
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Forward a Fact

Multitasking

Gen Y and Gen X are more likely to use a PC while watching TV at least some time in a typical week

Gen Y (18-29) Gen X (30-43)



Base: 4,651 US online adults
Source: North American Technographics® Entertainment And Media Online Survey, Q3 2009 (US) Technographics® Survey Highlights: Online Video And Multitasking Habits, Forrester Research, Inc., December 28, 2009

[> Forward this fact to a colleague.](#)

Next Issue: The New Role of the Customer Engagement Agency

Quaero, a CSG solution, uses customer intelligence to help clients shift from traditional campaign-driven marketing to real-time, multichannel customer interaction. Quaero experts blend strategy and analytics with performance management and technology to establish dialogues that improve the customer experience while increasing overall customer value. Headquartered in Charlotte, NC, the Quaero Solutions Group provides marketing services to category-leading clients within the Financial Services, Pharmaceutical/Healthcare, Travel and Leisure, Media, Consumer and High Tech industries. For more information, call 1-877-570-2199 or visit [quaero.csgsystems.com](#).

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