

ATi Tailored BI and Advanced Predictive Analytics Solutions Improve Marketing Response Rates

Exclusive interview featuring ATi's Susan Cordts

Denver, CO (PRWEB) February 2, 2009 – Susan Cordts, President & CEO of Adaptive Technologies, Inc. (ATi) recently participated in an exclusive interview with Mary Jo Nott and the BeyeNETWORK (www.BeyeNETWORK.com). In this interview, Cordts explains how ATi solutions predict who to target with what product, identifying what media with which message and when to interact all with a “GPS-like” dashboard that guides marketers in achieving their goals.

“In these tough economic times, ATi solutions repeatedly produce a dramatic improvement in marketing response rates and campaign results,” says Susan Cordts, President & CEO of ATi. “We show future clients the ROI they will realize up front and then customize a solution to their customer data. That’s how confident we are in our products.”

“Delivering predictive analytics as a service and the ability to create user friendly dashboards that fit the client’s needs are keys to ATi’s success,” says Mary Jo Nott, Executive Editor of the BeyeNETWORK. “ATi efficiently uses predictive analytics to improve customer communications and interactions resulting in an organization’s measurable marketing success thus positively impacting the bottom line.”

To listen to the interview, please [click here](#).

The BeyeNETWORK Spotlights are intuitive dialogues with innovative solution providers, and these spotlights provide a cutting-edge introduction to the new products and services of interest to the business intelligence community. The Network publishes six newsletters serving more than 115,000 readers across a wide variety of industries, making it the largest newsletter-based information source for business intelligence, performance management, data warehousing, data integration and data quality.

About Adaptive Technologies, Inc.

[Adaptive Technologies, Inc. \(ATi\)](#) helps business leaders make better decisions. ATi provides companies with tailored business intelligence and advanced predictive analytics solutions that turn enterprise data into intelligent, actionable information. Founded in 2001, Adaptive Technologies, Inc. is privately held and based in Arizona.

About BeyeNETWORK

[BeyeNETWORK](#) is an online network of sites that provide free resources for business intelligence professionals. The Network offers media in a variety of formats to fit the needs of Network subscribers and visitors, leading the industry with news, articles from industry experts, newsletters, executive spotlights, podcasts, expert-hosted channels and blogs. Our coverage extends beyond business intelligence to include information management, data warehousing, analytics, performance management, data integration,

information quality and data governance. For more information, visit the flagship website at www.BeyeNETWORK.com.

This press release is based upon information provided by the Company. The BeyeNETWORK does not independently verify statements made and has no obligation to update these statements after the date of release.

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