

Our value proposal lies in "business value focus" and "end-to-end" implementation insight.

### The Analytics Lesson from the Obama Campaign: Keep Your Data Organized, Secret

*Harvard Business Review / Sarah Green*



Time magazine just published a fascinating account of how President Obama's campaign team used data to microtarget voters. At HBR, we've been tracking the rise of Big Data in the private sector for some time, and see this as a useful case study of how one organization actually ... [continue](#)

### Can Targeted Ads Save Millions of Campaign Dollars?

*Mashable.com*

This election cycle, you may have noticed these types of banner advertisements as you



browse the web: "Romney: Let's fight for the AMERICA WE LOVE," or "Obama: 2012 Starts Now." It's not likely these are random ads — you've probably been targeted based on your interests. When you visit websites...[continue](#)

### What does "Crede" mean?

Wiktionary defines Crede as the 'Second-person singular present active imperative of "crēdō"'. In short, it means "believe!" in Latin. The Latin word is associated with English words of credibility, belief and creed.

### Can Tactical Targeting Improve Bottom Line Profit?

*Crede Consulting – Ahmet Kocamaz*

Which customers will be the pioneers to buy my new product? Who will incur less cost to my operations? Which customers are more likely to pay me sooner rather than later? Who is less likely to go bankrupt? These are some of the questions that need to be answered in everyday strategy meetings. I will try to provide some insight about these basic targeting questions.



### What is Targeting?

Target means "A person, object, or place selected as the aim of an attack." In business world targeting means "selecting the target". Every company, every project, every campaign, ... starts with targeting... [continue](#)

### About Us

Crede is an information based management consulting company delivering solutions on marketing and risk analytics and data mining. Crede has the ability of delivering its proposed solutions with its client by playing an active role in the implementation phase.