



## Is Predictive Intelligence going to be the 5<sup>th</sup> P of marketing?

### A study into insight of future marketing.

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#### ABSTRACT

No business can ignore Marketing since it generates the needed revenues to the organization. And till date the Marketing Managers are still relying on 4P's of marketing which is product,price,place and promotion. Also marketing managers are using forecasting methods which were based on demand and supply patterns of the past and to some extent on the present. Marketers used to score leads manually to determine which stage prospects were at in the customer journey.

Conversely, a predictive lead scoring uses a prospects behavior. The predictive lead scoring uses Big data determine which leads are most likely to convert, so sales persons can focus on the leads that will provide the company with the most value. Predictive analysis and Predictive Intelligence are both complementary terms. Predictive Intelligence is going to become a key component of marketing. Predictive Intelligence is a futuristic tool for the marketers and they are using the technology to deliver what their customers want before they even know they want it.

**Keywords:** Big Data, Predictive Intelligence and Predictive Analysis.