

Digital Marketing Analytics






Solves Your Problem From Marketing Campaign to Conversions

Monitor, Measure and Improve Your Online Sales & Marketing Campaigns with Bizintel360

Digital Marketing Analytics

Monitor, measure and improve your online sales & marketing campaigns with the Bizintel360 analytics platform. Invest marketing budget in the right channel, campaign, digital platform, geography, and ad type.

Digital Marketing Analytics Helps You to Measure

-  Visitors Count
-  Page Views
-  Page Traffic
-  Bounce Rate
-  Click-through Rate

Why Do You Need Digital Marketing Analytics ?

Measuring the effectiveness of a marketing campaign is the biggest challenge the organizations are facing today. Many marketing professionals have the wrong perception of digital marketing analytics that it is all about visitors count, CTR, bounce rate, traffic, page views, etc. This all is web analytics. Web analytics is just a part of digital marketing analytics.





Marketing professional needs better insight on the impact of marketing campaigns. They need visibility in the funnel from an impression, interactions, click to conversions- complete buyers' journey.

It's important to understand where to invest, which campaigns are doing well, what ad types are working for organization, is it text, image or video, which geography can drive more revenue, which keywords have better strength, which digital marketing platforms are working well and how to make the campaign bid strategy actionable and ROI driven.

Key Questions Digital Marketing Analytics Helps in Answering

- How should I improvise keywords and search engine performance?
- Which marketing campaign has the lowest and highest ROI and where should I invest in?
- Which ad channel is working for me and which not?
- How much revenue my affiliates are bringing?
- Is my marketing budget enough for pending quarters/ Financial Year (FY)?

Who Needs Digital Marketing Analytics ?

-  Chief Marketing Officer
-  Campaign Manager
-  Brand Managers
-  Marketing Manager

Digital Marketing Analytics in a Box

Connect multiple data sources and get instant search engine based interactive dashboards and reports.

-  Campaign Performance
-  Keywords Performance
-  Ads Performance
-  Ad Group Performance
-  Customer Geography Performance
-  Search Query Performance
-  Shopping Performance
-  Affiliate Performance

Supported Industries

Multiple marketing campaigns, multiple problems, one solution across industries.

-  CPG
-  Retail
-  Apparel
-  High-Tech
-  Food and Beverages
-  Real Estate
-  Media and Entertainment
-  Financial Services

Connect Multiple Marketing Data Sources



Google Analytics



Bing Ads



Yahoo GEMINI



Google Ads



Kount



Amazon Marketplace



Google Cloud



eBay



Amazon Web Services



Oracle Responsys



BigCommerce



Mailchimp



XML



Google Sheet



CSV



LinkedIn Ads



Facebook Ads



Twitter Ads

About the Client

Headquartered in United States. The client is a global leader in manufacturing and selling cosmetic products.

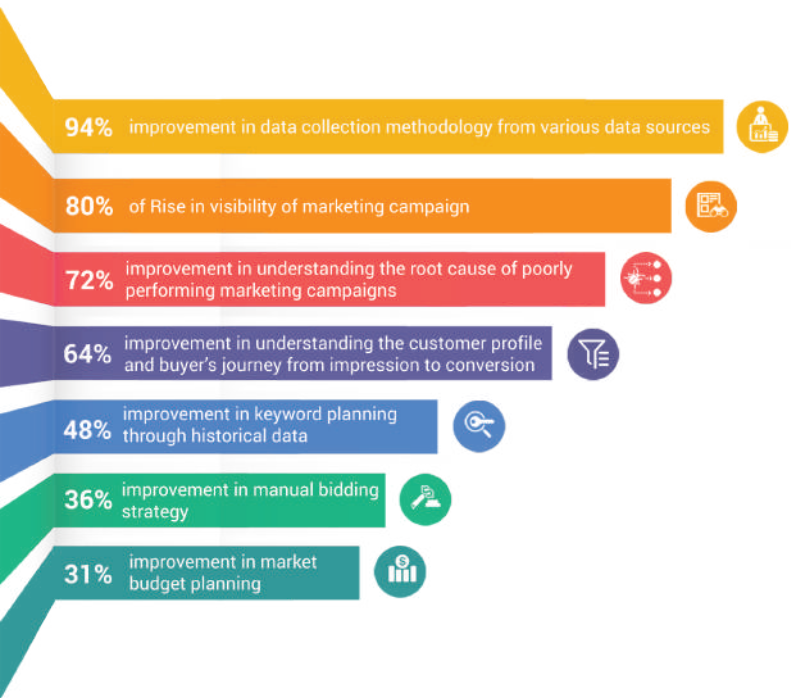
Predicaments Faced

The consumers in today's digitally oriented world can shop from anywhere. With the evolution of social selling, affiliate sales and e-commerce sales, it is important to bring prospects to various selling platforms and this can only happen when we use multiple digital marketing platforms for various channels.

The client is using different set of digital marketing platforms like Google Adwords, Yahoo Gemini, Microsoft Bing Ads, Amazon Marketplace, Commission Junction, Facebook Marketing, Google Analytics, Direct Marketing and Twitter.

When there is different set of marketing platforms, client is facing problem to get visibility as which platform is giving more revenue, in which digital marketing platform we should invest, what keywords are driving more revenue, which ads are working for the organization, is it text, image or video ads? And how should I plan my next year marketing budget on this digital marketing platforms.

These entire digital marketing analytics platform emits 2 million records every day in just 24 hours which hold data ranging from campaign, ad groups, ads, ad types, conversion, genders, ages, revenue, campaign budgets etc.



Solutions Delivered

Bizintel360 is a self service big data and augmented analytics solution. All the digital marketing analytics platforms are cloud based application and data is stored on the vendors individual cloud infrastructure. Bizintel360 App connects with this individual data sources and bring it to a augmented Data Lake, wherein it creates auto-relationship and auto data transformation all without the use of ETL tools (ETL: extract, transform and load).

Bizintel360 does not use any complex technologies like Datawarehouse, ETL and Data Models, with the unique data pipeline technology Bizintel360 pulls data from these various sources and stores it to Augmented Data Lake and this data lake is connected to an intelligent Search Engine based Dashboard.

Business users like CMO, Brand Manager, Marketing Manager, Campaign Manager can see the data in dashboard in real time, root cause the marketing problem by asking questions to the search engine in the form keywords and the Dashboard provides relevant information in real-time with prescriptive data. All the data presented in Dashboard are the collective data from various marketing channels aggregated by Revenue, CTR, CPC, Clicks, Impressions, Conversion/Registration without using any complex technology like Data Models.

Since there was no multiple technology layers between Data Sources and the visualization the overall solution came with ease and business users able to comprehend the solution. All the marketing professionals utilize these Dashboard and Reports for some of the below highlighted Use cases are:

- Keywords Planner-** In digital marketing platforms the important aspect of campaign is keywords, Bizintel360 reports helps to plan keywords based on historical keywords that worked well and generated revenue by product, by location and by customer segment
- Budget allocation-** Help marketing professionals to plan the budget, understand which campaigns are working well and where to invest more for higher rate of returns
- Bidding Strategy-** Switch from manual to Automatic and to manual by having a greater control on campaign execution. Bizintel360 reports helps digital marketers to change big strategy by product category, by location by keywords and by ad types throughout the marketing channel.
- Get a complete journey of buyer's behavior-** Understand the complete profile, age, gender of a customer and its journey from impression, engagement, interactions, clicks to conversions/registrations.