

KEY STATS

- ✘ Dedicated team to gather and analyze data
- ✘ Custom, internal database aggregating data across 12 sources
- ✘ Generate and analyze over 22 performance and custom reports a week
- ✘ Internal database provides reports not available through networks and engines

DIFFERENTIATORS

For 10+ years, we've been using data to shape marketing campaigns.

- ✘ These are your reports. We are adaptable and can create and change reports to meet your specific needs.
- ✘ Our analytics team is part of the team. They are aware of client marketing initiatives and how it influences the data.
- ✘ We save time by not mining data which allows for deeper analysis.
- ✘ Monitor performance daily to provide alerts and insights as they happen.

CAPABILITIES

Data analysis is a fundamental part of marketing and through our years of experience we've realized the need for a flexible reporting system that allows us to make smart, strategic decisions.

- ✘ **Weekly reports** – our weekly reports show much more than what happened last week. We evaluate daily, monthly, and yearly KPIs along with where we are to goal.
- ✘ **Custom reports** – we don't stop at the basics. We dig deep to find key pockets of growth and efficiency.
- ✘ **Instant** – we use third party tools to report in real time across multiple data sources.
- ✘ **Database** – our database was created to give greater insight than what is available through engines and networks.
- ✘ **Multiple Sources** – we combine them all to tell the story.
- ✘ **Sharing** – we love when clients share their internal data. We can marry it with ours and provide even greater analysis.
- ✘ **Thorough** – we look at everything. No keyword or affiliate is safe when we're looking for answers.
- ✘ **Analysis** – naked numbers don't mean anything. We provide the analysis that leads to smart marketing decisions.