BIZDATA

DIGITAL MARKETING ANALYTICS

BIZINTEL360 SOLUTION

LEARN HOW TO:

- Make your marketing channels productive and understand which channels drive the most revenue?
- Increase return on your marketing campaigns on various platforms?
- Decide which keywords are giving more revenue over web?
- Conclude which geographical location giving more revenue and which not?
- Get visibility on how much money your Ads cost?
- Get 360 degree view on how many conversions you are getting?
- Get complete view on your sales funnel: What happens between click and conversions?
- Understand through search based report: What people do on your website?
- Fix conversion rate issues and understand customer behaviors when they do shopping?

ACTIONABLE DATA INSIGHT

KEY BUSINESS BENEFITS

- **Reduce time in bringing data from source to dashboard**
- **Reduce development cost**
- **Reduce infrastructure cost**
- **Search enterprise, social and market data with powerful search engine**
- **Analysis with unstructured dataset**

Bizintel360 Digital Marketing Analytic*s*

Measuring the effectiveness of marketing campaign is the biggest challenge the organizations are facing today. Collecting data from various data sources like Google Adwords, Google Analytics, Microsoft Bing Ads, Yahoo Gemini, Commission Junction, Facebook Marketing, Amazon Marketplace etc. is quite a challenging task.

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

Bizintel360 has ability to analyze data from various data sources in real time, which helps decision makers to take action on campaign bid strategy. This helps marketers to increase advertising revenue potential and optimize the budget on marketing channels.

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 has better strength, which digital marketing platforms are working well and how to make the campaign bid strategy actionable and ROI driven.

With Bizintel360 you can connect multiple digital marketing platforms and get instant Search Engine Based interactive Dashboard and Reports.

Digital Marketing analytics goes beyond the web analytics, understand if blogs gives you the needed ROI or should you focus on email marketing, understand what is the true return on investment of a certain marketing initiative and if you should continue using it. Understand how each of your marketing activity is helping you get closer to your business objective and at what rate.
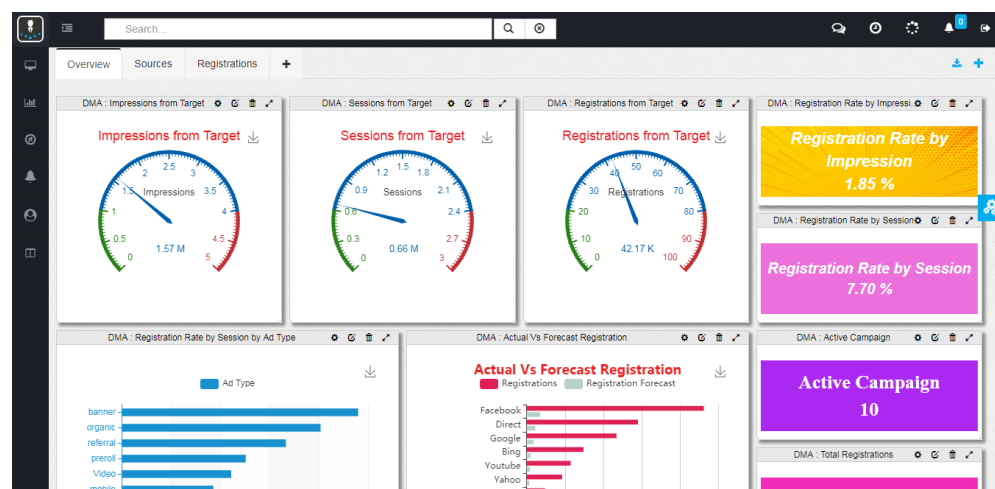

Figure 1: Screenshot from Bizintel360 Digital Marketing Analytics

Bizintel360 Digital Marketing Analytics provides differentiated benefits:-

- Built-in predefined metrics, KPIs, reports and dashboards from various marketing platforms converged to one view
- Always view real time information
- Self service data source connection, load data in data lake without any technical knowledge
- Develop Dashboards and Report without any technical guidance
- Actionable insights with alerts over dashboard, emails, slack, sms etc.

Overview of Bizintel360

Bizintel360 is a cloud based self service big data analytics product which enables companies to gain actionable insight from large volume of data, variety of data and with velocity of data. In today's digital world, data is generating very rapidly and with wide variety like structured (Databases, excel, xml) and unstructured (images, videos, text, logs, flat files and social media). To get insight from these varied data sources, the process is very complex, labor and time intensive.

Bizintel360 helps business users to connect data of various sources and expose critical trends, metrics, and insights in the form of charts and graphs that enable business users at all levels to make key business decisions. This is very helpful to make decisions from operational level to strategic level. Its powerful search engine capability helps business users to ask question to system with various keywords to get real insight from varied data source and make relationship between islands of data sources.

Bizintel360 provides business ready analytical application that enables companies to implement quickly with limited risk and at a fraction of the cost required to build traditional business intelligence or analytical solution. In addition, Bizintel360 works with all enterprise data source like RDBMS Databases (Oracle, mysql, MSSQL, Teradata, and Salesforce), social media data sources, flat files like xml, html, csv, pdf, logs, txt etc.

Challenge of Data types with varied data source

Data coming from various sources are of varied nature and from different vendors. Some data resides in Oracle Database, Some in Salesforce, some in SAP to teradata and some in form of text and content in social media. To make relationship with this various data types and varied data source in itself a challenging and laborious task. Bizintel360 solution ease the task of making unstructured data into structured and make the relationship between those structured data sources in easy automated fashion.

KEY FEATURE

- **Powerful Search Engine**
- **Various types of Charts and Graphs**
- **Charts for Unstructured data analytics**
- **In built Time dimension**
- **Highly configurable reports and dashboard**
- **Can be integrated with any web pages or inside enterprise application**
- **Can be shared across organization via links**
- **Self service report development**

INFORMATION TECHNOLOGY

- **Reduce Total Cost of Ownership (TCO) and respond the changing needs on variety of data sources**
- **Integrate and make relationship with various data source enterprise and public**
- **Accelerate deployment with reduced cost and risk by leveraging pre-built dashboards, reports, KPIs and metrics**

BIZDATA

Better Decision, Faster Decisions

When you get data in near real time from various data sources, the power of taking faster decision goes up. This keeps you ahead in the competition; you can sense the market and internal risk much ahead and be competitive. Bizintel360 solution will help you to reach there.
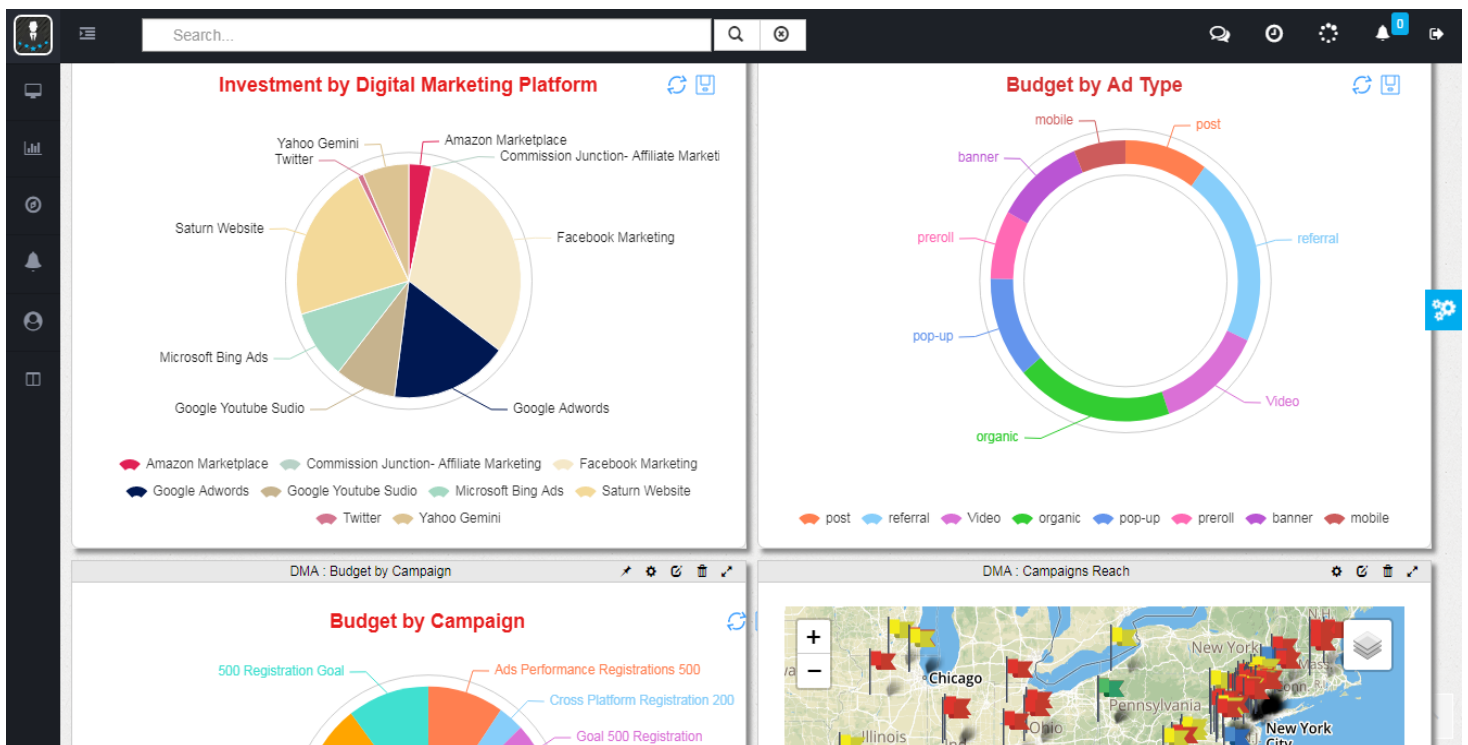
Contact Us

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