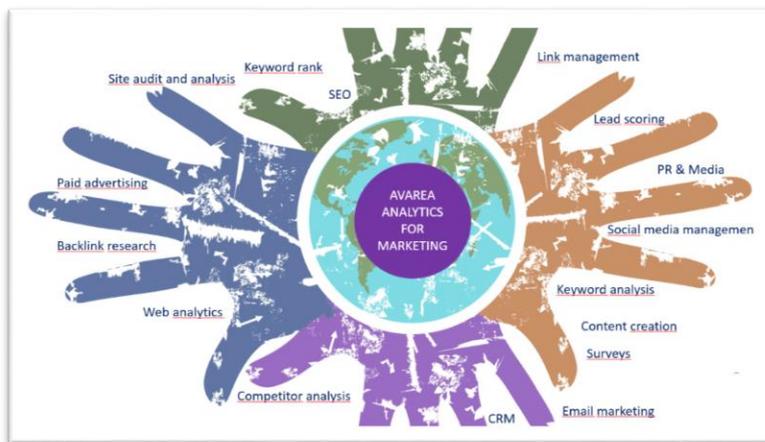


AVAREA ANALYTICS FOR MARKETING

The marketing game has changed over the past few years. The age of Big Data and the explosion of new channels and widespread adoption of the ways that consumers interact with media and brands and the technology that's driving new mediums is creating huge volume of data.

The role of the CMO has changed as well. Marketing activities are measured and reported based on results, impact and return on marketing investments. Avarea Analytics for Marketing is a solution to collect, organize and analyse all relevant data that the modern digital marketing stack produces and to create single data store for advanced analytics and a view on the marketing KPIs.



THE CHALLENGE

The technology stack marketers face is huge. Spot on solutions arise every day to solve specific needs for marketers. All aiming at understanding and serving the customer better. Marketing automation, social listening, CRM, mobile, eCommerce and SEO just being a few examples of the areas that the marketers need to manage today. All solutions tend to have their own purpose-built analytics and reporting tools and often business users are missing access to the actual data not to mention the company not having a single data store for all relevant information related to marketing, customers, sales, campaigns and competitors. Modern analytics stack that integrates external and internal data sources is necessary for today's data driven marketing, which utilizes advanced analytics to create real business impact and success for the company through customer insight and optimized conversion, acquisition, lead generation, customer loyalty.

KEY FEATURES

KPI Dashboards and Self-Service Analytics

- KPI's
- Tactical metrics
- Marketing spend
- Sales metrics
- Campaign metrics
- Conversion

Big Data Analytics

- Advanced Analytics
- Modeling
- Machine Learning
- Stream processing

Big Data Cloud Store

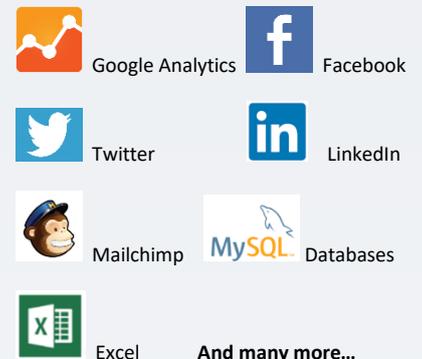
- Integrated data sources and business datasets
- Historical data stored for modeling and trends
- Data management

Pipeline Management

- Connections to API's
- Management of vast amount of data pipelines
- Support for real time data streams
- Authentication of data sources

Plug and play connections to data sources.

Examples:



Explore also our related offering:

AnalyticsEntry – analytics as a service. Unique, fast and easy deployment of data analytics process and tools

MyAnalyst – a dedicated data scientist as a service

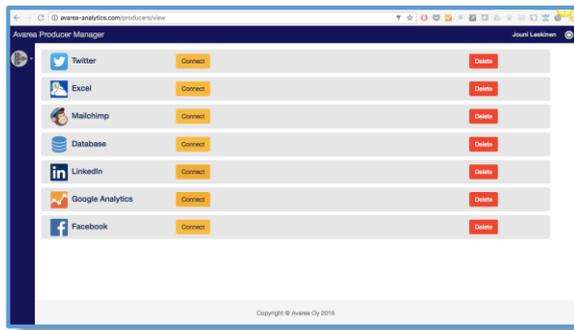
Marketing Analytics Accelerator – Service to get from goals to data driven marketing fast by implementing Analytics which tie tactical metrics to strategic goals

Data Management Platforms – implementing, modernizing and optimizing data warehouse solutions for Big Data era

Projects – Implementation of modern data management and advanced analytics architectures. The best experts to deliver technology that supports business outcomes.

THE SOLUTION

Avarea Analytics for Marketing is a Big Data platform to collect and organize all relevant data and to create one view for all analytics and KPIs. Avarea Analytics for Marketing combines various data producers in the marketing stack. Data sources can be external like Facebook or Twitter or data can be imported from systems already in use such as CRM, Google analytics or marketing automation tools. Solution includes plug and play connections to data sources to start data ingestion into the analytics cloud platform.



Avarea Analytics for Marketing: Pipeline Manager

Data is ingested and stored on the platform. The data is ready for advanced analytics to produce deep insight for marketing purposes for example on the ROI, marketing campaigns, Customer Life Time Value. Data and results can also be exported to be utilized by other systems like enterprise data warehouses, data mining tools or back to operational marketing applications.

METRICS AND KPI'S UP TO DATE 24/7

Avarea Analytics for Marketing integrates all marketing, customer and sales data in one platform. With automatically updated marketing dashboard the whole unpleasant process of reporting using manually gathered spreadsheets can be omitted. The decisions can be done during marketing campaigns when the data is always available instead of monthly manual reporting. KPI's , metrics and reports can be adjusted for specific needs and visualized using any visualization tool or BI solution.

MARKETING PERFORMANCE

Tactical metrics are important and they are the base of measuring success but they need to be linked to the strategic objectives through goals especially in the current omni-channel environments. Marketing's impact on business cannot be looked at only by channel and tactical metrics. The power of marketing is in taking advantage of combinations of channels to reach and to serve customers during their buying journey as they are jumping from application to another in their daily lives. Avarea Analytics for Marketing integrates the data from various channels and brings in the investment data (marketing spend) and the outcome data (sales and brand equity) By measuring the performance against the business objectives and related goals the organization can get an answer to the question "What is marketing's impact on the business?"

METRICS AND KPI'S

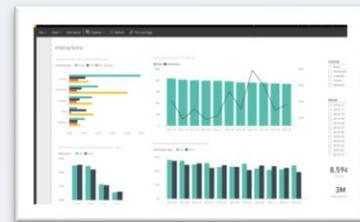
Audience:

Understand where the potential customers are reached and what segments are engaging with your brand. Analyze the interests of your audience and identify potential buyers.



Conversion:

See which customers convert the best and from which channels they come from. Analyze the cost of conversion and get insight how to increase conversion.

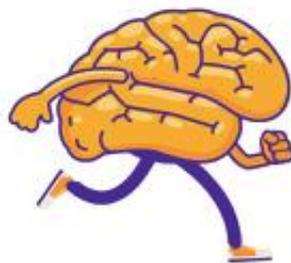
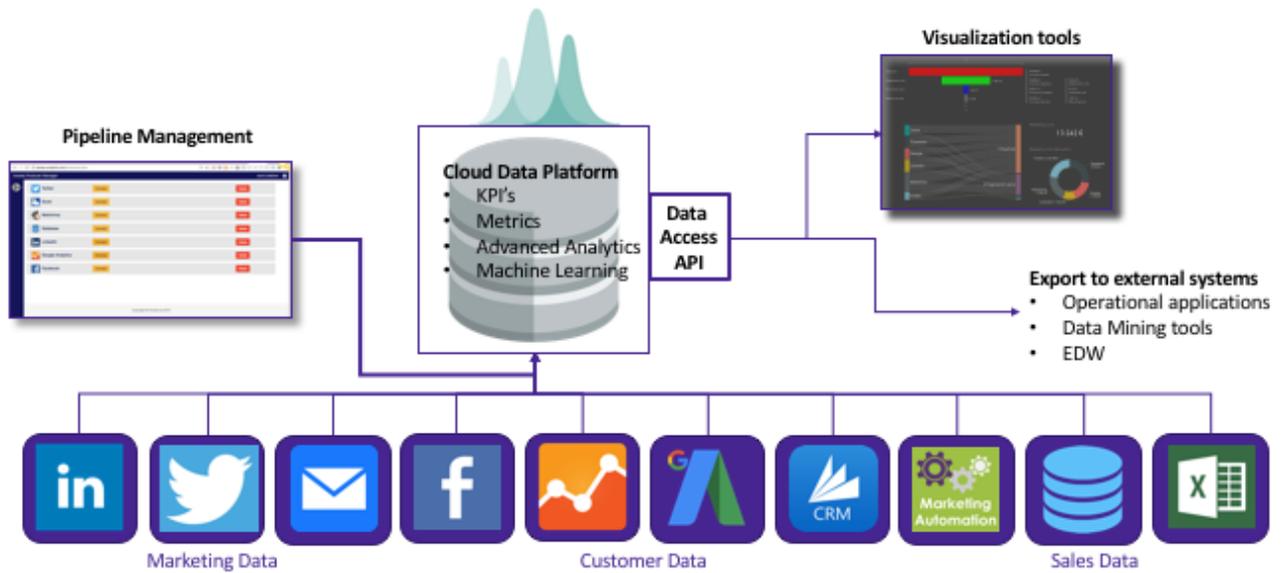


Marketing performance:

Get insight into your most profitable customers. Analyze your marketing investments and outcomes against goals. Understand how your campaigns are performing. Measure sales funnel-efficiency and optimize marketing and sales resources.



AVAREA ANALYTICS FOR MARKETING ARCHITECTURE



AVAREA

ANALYTTISET AIVOT KÄYTÖSSÄSI