



Looker

segment



Cross-channel / Last month overview

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Cross-channel analysis 🔗 ↗

DT-Brand × \$1200 × + Filter

Showing 198 from 893 results

Header	Name	Spend	Clicks		Metric 1	Metric 2	Metric 3	
🟢	DT-Brand-campaign	\$1,718.56	12345	📄	12	\$1,049.14	\$110.20	📄
🟢	new_offer_8735	\$1,571.63	12345	📄	12	\$1,049.14	\$115.50	📄
🟢	spring_2020	\$956.54	12345	📄	12	\$1,049.14	\$156.96	📄
🟢	UK_brand_DT_campaign	\$1,133.69	677	📄	73	\$194.49	\$69.46	📄
🟢	AU-DT-offer-2394	\$1,672.93	248	📄	15	\$190.65	\$247.49	📄
🟢	GR-DT-brand-12	\$704.13	2,300	📄	12	\$104.94	\$177.04	📄
🟢	Second-offer-EU	\$1,694.09	145	📄	42	\$115.33	\$195.97	📄
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🟢	Resubscription-offer-20	\$1,542.24	1,076	📄	8	\$91.24	\$113.12	📄
🟢	DT-Brand-campaign-main	\$1,568.37	2,001	📄	21	\$79.51	\$110.56	📄
🟢	Dave-Portnoy-campaign-20	\$1,493.87	1,706	📄	37	\$118.74	\$75.39	📄
🟡	Sport-aud-second-offer	\$704.83	1,007	📄	18	\$184.69	\$227.06	📄
🟢	IT-DT-brand-19-2	\$1,054.87	1,885	📄	15	\$157.01	\$213.91	📄
🟡	DT-Brand-campaign-test	\$856.53	1,461	📄	6	\$164.17	\$112.58	📄

⚙️

OUR TEAM

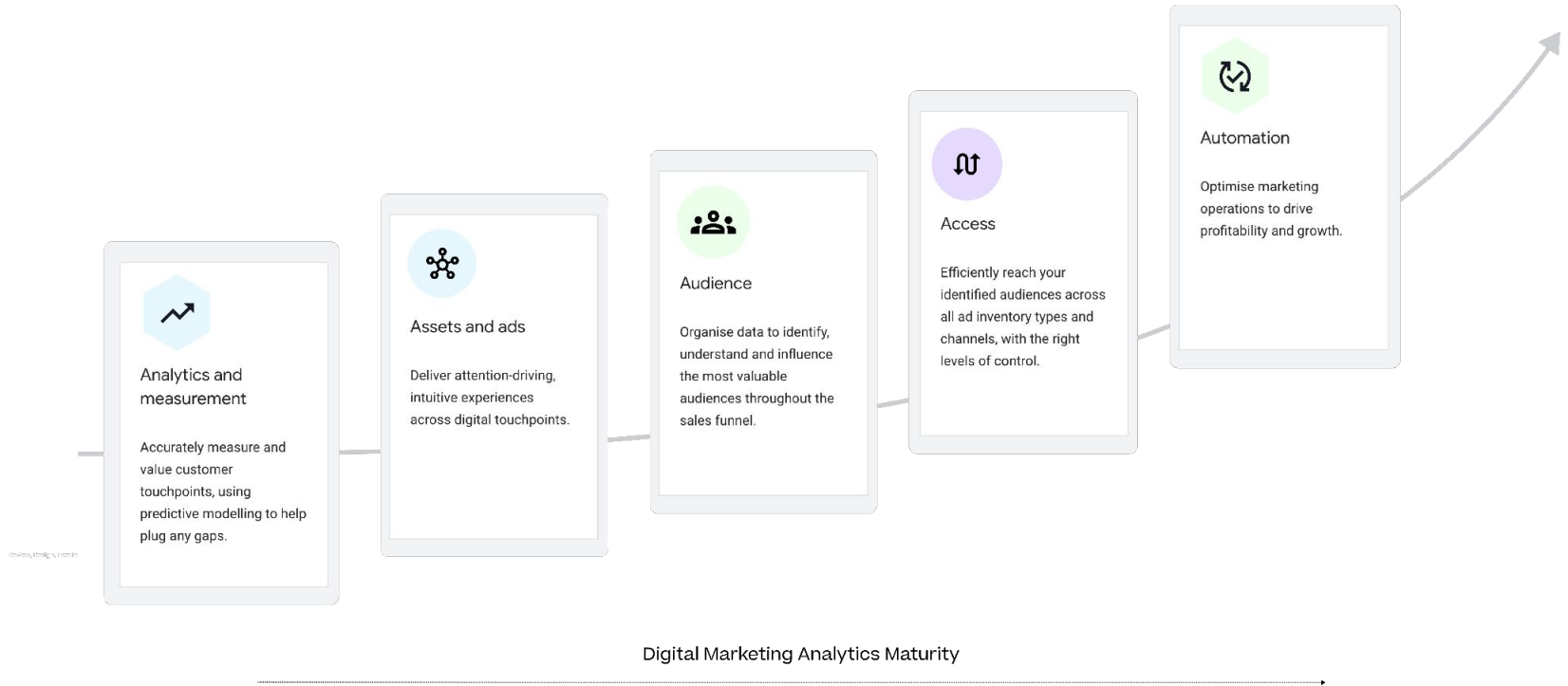
About us

- Data and analytics consultancy based in Brighton, UK
 - 8 team members @ June 2022 + partners
- Founded by Mark Rittman in 2016
 - Ex-product manager for Analytics at Qubit
 - Previously co-founder & CTO of Rittman Mead
 - Oracle ACE Director Alumni
 - Google Cloud Champion Innovator
 - 20+ years of BI and data analytics experience
- We help high-growth data-rich businesses
 - Increase their sales and profits
 - Acquire customers more effectively
 - Increase their efficiency
 - Engage and retain their users
 - Implement the modern data analytics stack



MARKETING ANALYTICS SERVICES

We Increase Your Digital Marketing Analytics Maturity



How Do We Do This?



Marketing
Performance



Attribution
Modeling



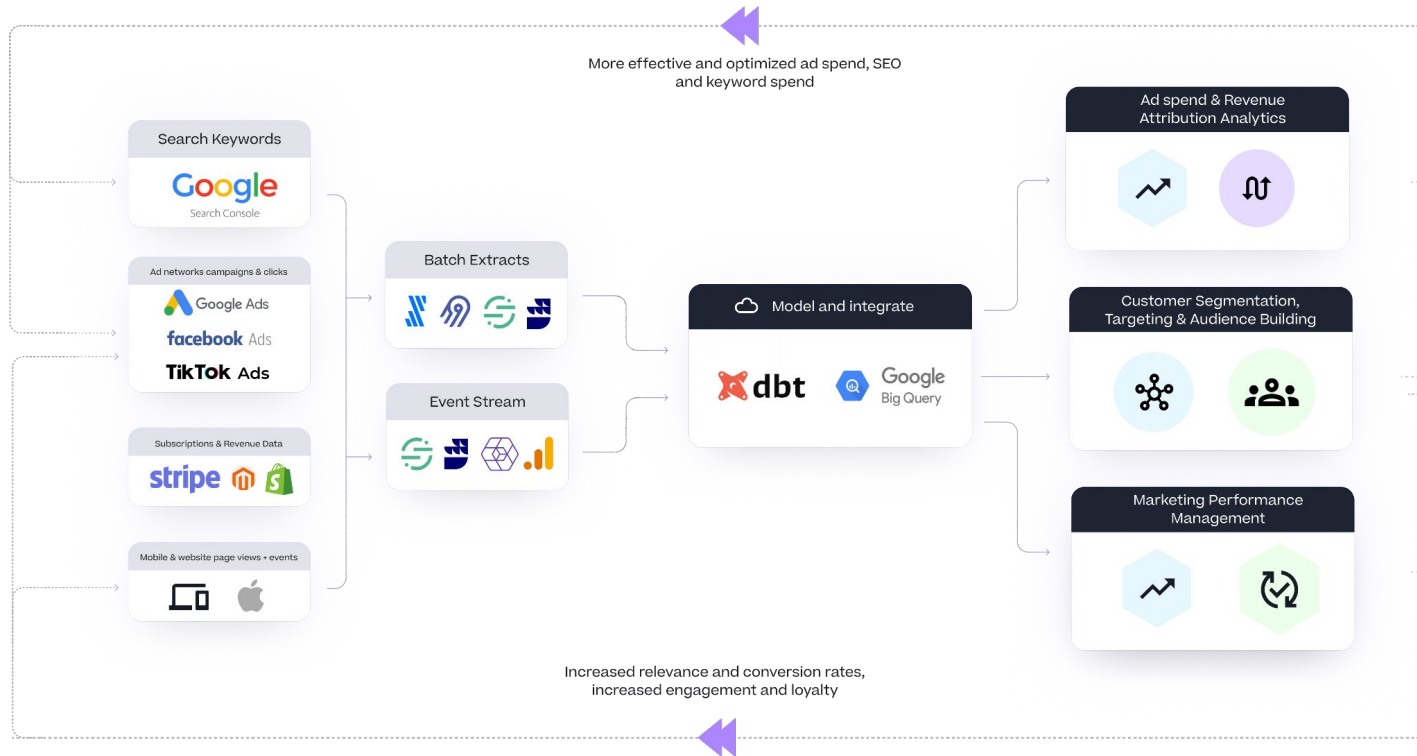
Customer
Segmentation



Predictive
Analytics & AI

MARKETING ANALYTICS SERVICES

Powered by a Modern Marketing Data Stack



MARKETING ANALYTICS SERVICES

Marketing Performance



Track metrics such as website traffic, social media engagement, and content downloads



Measure lead generation and qualification metrics such as form fills and lead scoring



Measure conversion and revenue metrics such as trial sign-ups, demos, and closed deals



Combine organic and paid keyword search metrics with clicks and conversions data to optimize SEO activity



Customer Segmentation & Targeting



Develop targeted marketing messages that resonate with specific buyer personas



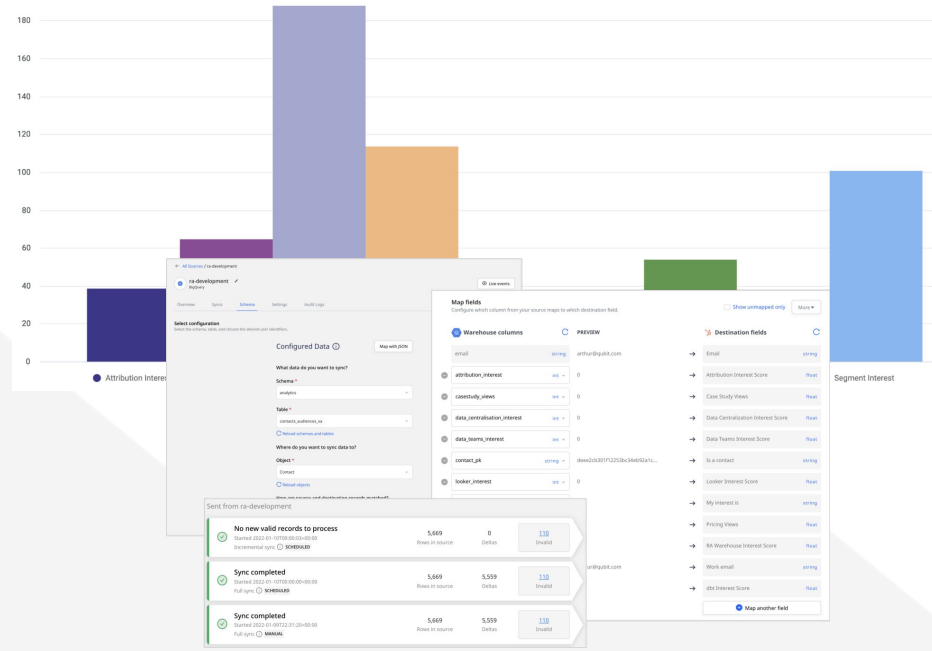
Identify high-value prospects who are most likely to convert to paying customers.



Segment customers and prospects based on online and offline (CRM, ERP, eCommerce) data



Create and build audiences, then send to downstream marketing platforms for increased campaign effectiveness



MARKETING ANALYTICS SERVICES

Marketing Attribution Models



Understand which marketing channels are driving lead generation and qualification



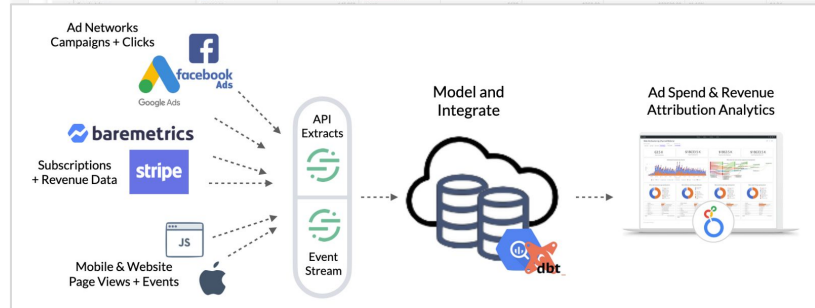
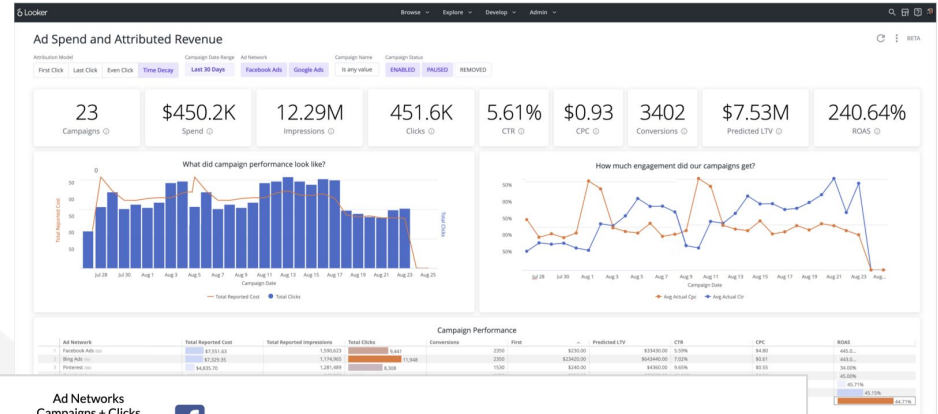
Create multi-channel, multi-conversion cycle marketing attribution models, using rules you control and with full model transparency



First, Last, Even-click + Time Decay models, fully-customizable attribution windows & rules



Understand which channels are most effective at driving revenue and customer retention.



MARKETING ANALYTICS SERVICES

Marketing Data Activation



Identify high-potential leads and target them with personalized marketing messages



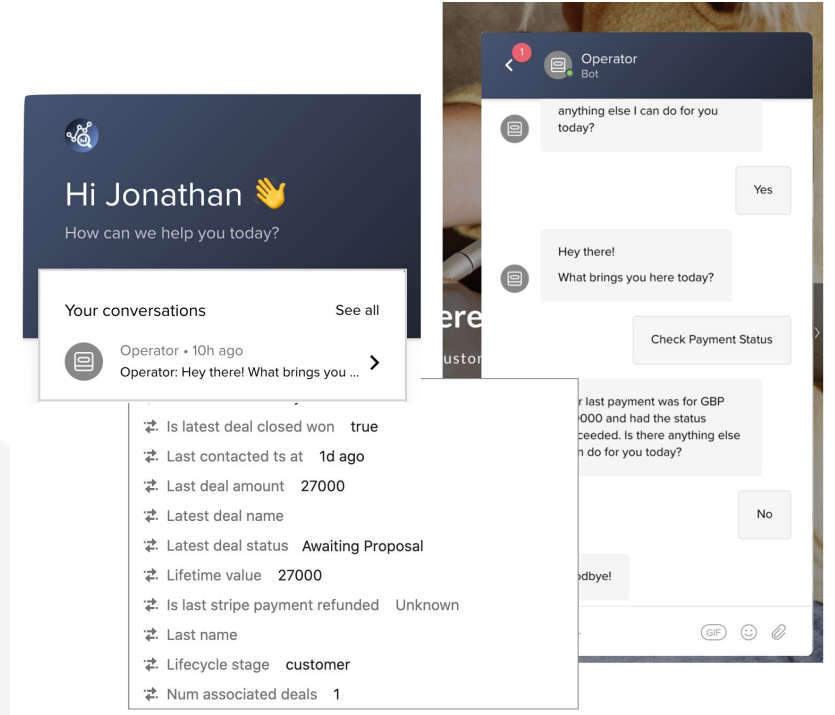
Identify leads that are most likely to convert to paying customers



Identify customers who are most likely to churn and develop strategies to retain them.



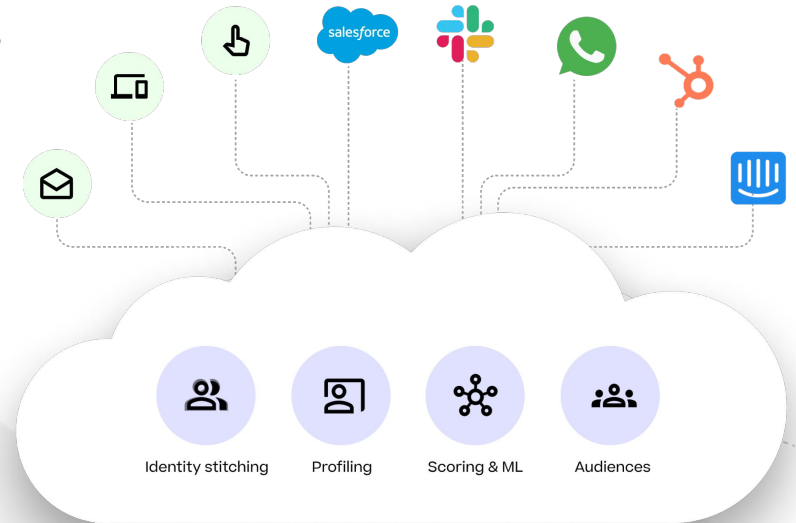
Build AI models to power chatbots that increase the effectiveness and efficiency of customer interactions



MARKETING ANALYTICS SERVICES

Single Customer View

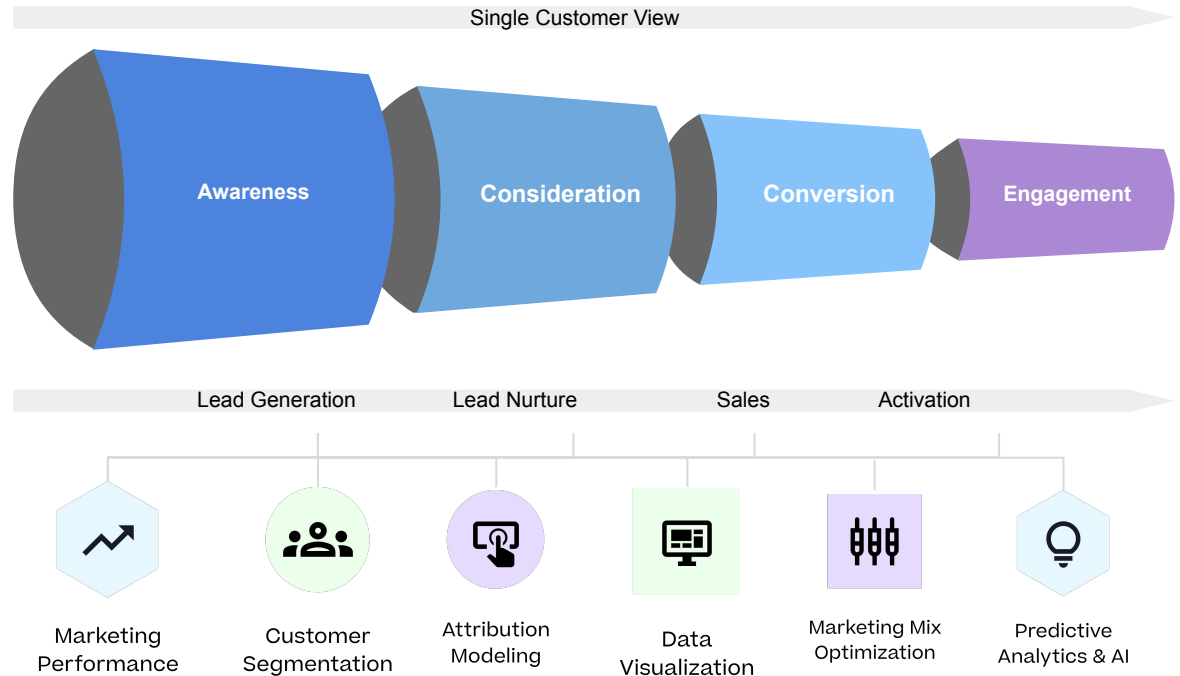
- 360-degree view of all customer interactions
- Event-level behavioral data from digital channels
- Offline transactional and CRM data
- Identity resolution across devices/channels
- Derived insights e.g. category preferences
- Scoring and analytics e.g. propensity to churn
- Inform & increase campaign effectiveness
- Customer DW designed for marketers



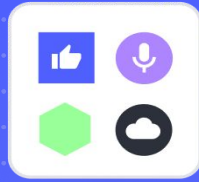
MARKETING ANALYTICS SERVICES

Full-Stack Digital Marketing Analytics Services

- Digital Marketing KPIs
- Ad Spend Analytics
- Customer Segmentation
- Customer Data Platforms
- Marketing Attribution
- Customer Lifetime Value
- Single Customer Views
- Customer Journey
- Personalization
- Conversion Rate Optimization
- Predictive Analytics & AI
- Marketing Automation
- Marketing Data Centralization
- Data Integration
- Data Visualization & Reports



<https://rittmananalytics.com>



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