



About us

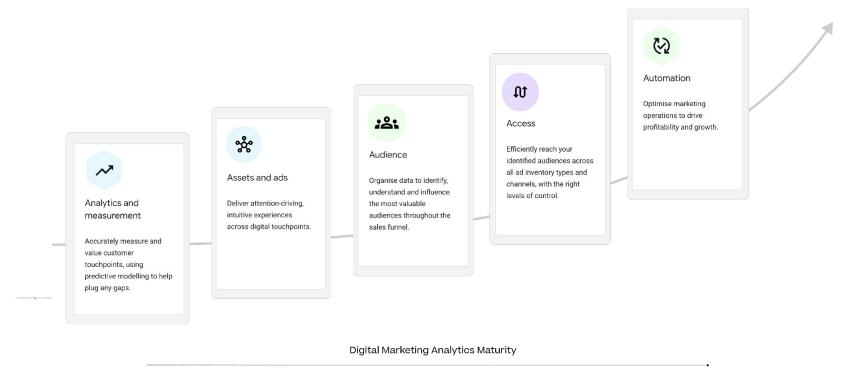
- Data and analytics consultancy based in Brighton, UK
 - 8 team members @ June 2022 + partners
- Founded by Mark Rittman in 2016
 - Ex-product manager for Analytics at Qubit
 - Previously co-founder & CTO of Rittman Mead
 - Oracle ACE Director Alumni
 - Google Cloud Champion Innovator
 - 20+ years of 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





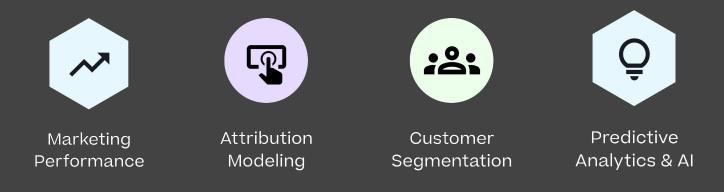
MARKETING ANALYTICS SERVICES

We Increase Your Digital Marketing Analytics Maturity

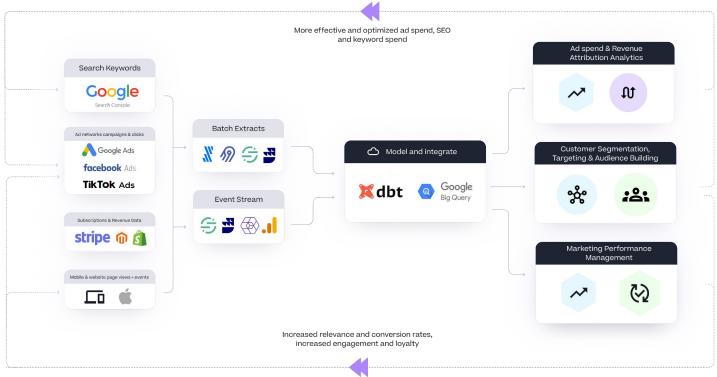




How Do We Do This?



MARKETING ANALYTICS SERVICES Powered by a Modern Marketing Data Stack





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MARKETING ANALYTICS SERVICES Marketing Performance



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



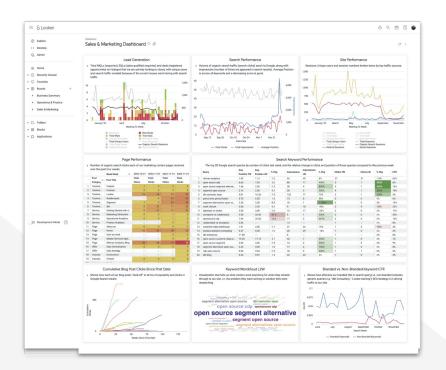
Measure lead generation and qualification metrics such as form fills and lead scoring



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





MARKETING ANALYTICS SERVICES

Customer Segmentation & Targeting



Develop targeted marketing messages that resonate with specific buyer personas

:8:

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

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MARKETING ANALYTICS SERVICES Marketing Attribution Models



Understand which marketing channels are driving lead generation and qualification



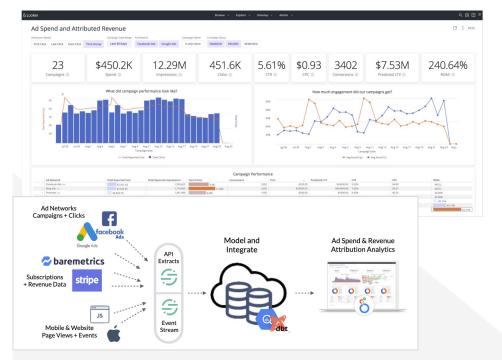
Create multi-channel, multi-conversion cycle marketing attribution models, using rules you control and with full model transparency



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

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Identify leads that are most likely to convert to paying customers

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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

	Operator Bot
-a	anything else I can do for you today?
Hi Jonathan 👋	Yes
How can we help you today?	Hey there! What brings you here today?
Your conversations See all Cre Operator • 10h ago Operator: Hey there! What brings you >	Check Payment Status
 	r last payment was for GBP 000 and had the status ceeded. Is there anything else n do for you today?
:같. Last deal amount 27000 :같. Latest deal name	No
Image: Constraint of the state of the s	odbye!
 Is last stripe payment refunded Unknown Last name 	GIF 🙂 🖉
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MARKETING ANALYTICS SERVICES Single Customer View

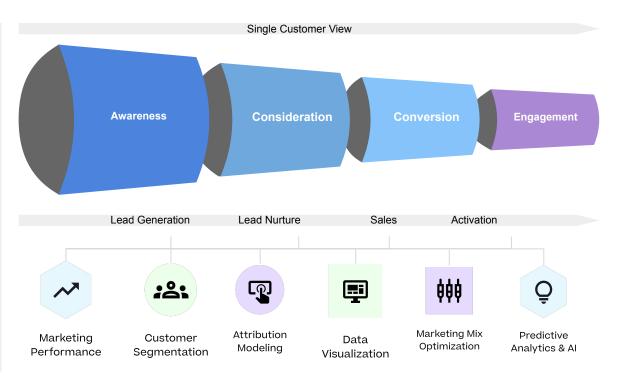
- 360-degree view of all customer interactions
- Event-level behavioral data from digital channels
- Offline transactional and CRM data
- Identity resolution across devices/channels
- Derived insights e.g. category preferences
- Scoring and analytics e.g. propensity to churn
- Inform & increase campaign 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 & Al
- Marketing Automation
- Marketing Data Centralization
- Data Integration
- Data Visualization & Reports





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