



# EchoVantage™

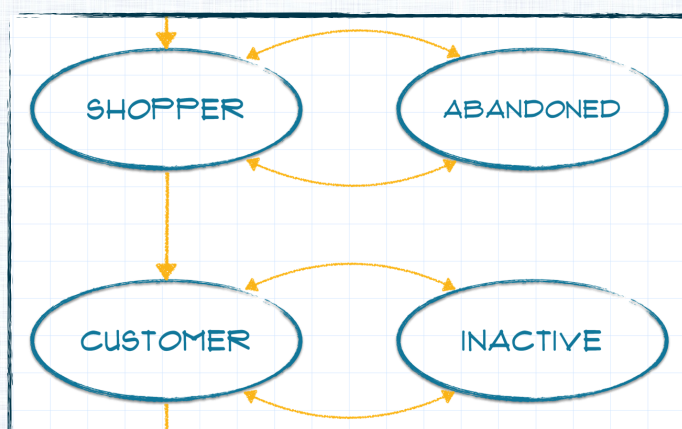
Your analytics experts

## Customer Lifecycle Modeling

As a marketer, you spend money to move people from one stage in the sales cycle to the next. You have an idea about how people interact with your e-commerce site, but have never seen that mental model anywhere else.

Your analytics package should reflect the world as you see it; **IT'S YOUR SALES MODEL ON YOUR TERMS.**

By focusing on visitor habits over time, EchoVantage enables you to visualize the transition made from visitor to customer (and more importantly to repeat customer) and understand how marketing channels affect those transitions.



## The EchoVantage Solution

CUSTOMER LIFECYCLE  
MODELING

EchoVantage constructs your company's sales model for transforming visitors into repeat customers, tracking visitors and their values against that model over time.

DATA QUALITY  
ASSURANCE

We implement data quality initiatives to eliminate loss of actionable data due to poor or inconsistent tagging, ensuring the most reliable results possible.

Beta

DYNAMIC  
VISUALIZATION

We animate the flow of visitors throughout the sales model, offering custom filters to zoom in on exactly the people targeted by your latest marketing initiative.

Find us on:



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## EchoVantage Features

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### BEHAVIORAL FILTERING

Our platform looks at how groups of people interact with and move around your site. Find out what drives your visitors to purchase and more importantly to repeat purchase.

### CUSTOM, TARGETED MODEL

From visualizing your unique sales model to the flow of visitors throughout, EchoVantage opens the door to measuring in ways you never dreamed possible. It's your data; you decide how to parse it best.



### DOMAIN EXPERTISE

We're not just a metrics package – we have in-house statistics and data science consultation services to leverage data into actionable business information.

### HOSTED END-TO-END SOLUTION

All data is stored securely and processed in real-time on our cloud-based platform. Implementation is quick with pixel deployment in a matter of hours.



### TOTAL DATA OWNERSHIP

Just because we collect your data doesn't mean we own it. We won't share it, sell it, or aggregate it with anyone other than you.

### UNSAMPLED EVENT PROCESSING

EchoVantage captures and aggregates every event so you can make decisions with the most accurate and up-to-date information available.

