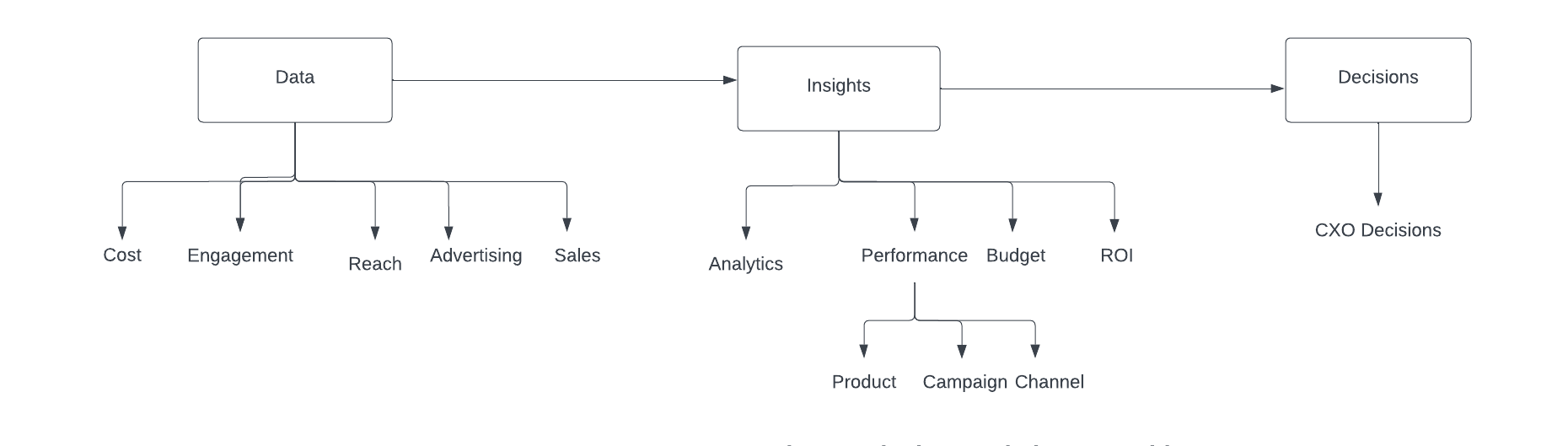
Make Informed Marketing Investments

**Why Marketing Analytics Matters?**

Marketing analytics plays a pivotal role in today's fiercely competitive business landscape. It enables businesses to gain valuable insights from data, helping them make informed decisions, optimize marketing strategies, and allocate resources effectively. By analyzing customer behaviour, market trends, and campaign performance, companies can enhance customer targeting, improve ROI, and stay agile in responding to market dynamics. In essence, marketing analytics empowers businesses to stay competitive by maximizing their marketing efforts and achieving better results.



**Our Approach to Marketing Analytics Consulting**  
**Selecting Relevant KPIs**: Identifying the right Key Performance Indicators (KPIs) to measure marketing performance effectively.   
**Alignment with Business Goals**: Ensuring that the chosen KPIs align with the broader business objectives.   
**Attributing Sales Revenues**: Determining how sales revenues can be attributed to various marketing campaigns and channels, allowing for ROI assessment.   
**Accurate Data Collection**: Collecting the necessary data accurately to provide a solid foundation for analysis.   
**Effective Reporting**: Delivering timely and accurate reports to communicate insights and progress effectively.   
**System Deployment**: Implementing the required systems and tools to facilitate the above processes.   
**Actionable Insights**: Providing actionable marketing intelligence derived from data analysis to inform decision-making.   
**Maturity Enhancement**: Continuously working to increase the analytics maturity level within the organization.

**What We Measure**

* Website Traffic and Engagement
* Conversion Rate
* Sales and Revenue Metrics
* Customer Behaviour
* Marketing Campaign Performance
* Content Marketing Metrics
* Social Media Metrics
* Email Marketing Metrics
* Search Engine Optimization (SEO) Metrics
* Customer Satisfaction and Feedback
* Brand Awareness
* Technology Assets Performance
* Social Media Performance
* Search Engine Marketing (SEM Performance)

**Technology We Use**

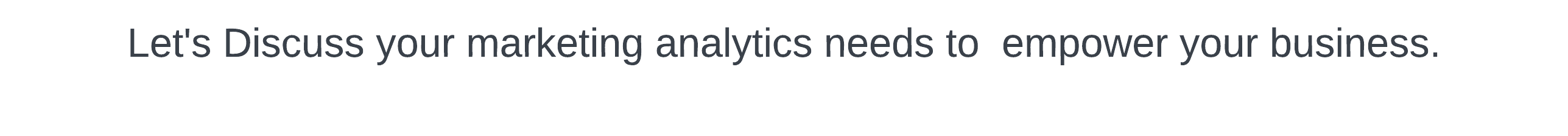
* Google Analytics
* HotJar
* Ahref
* Piwik
* Microsoft Power BI
* Woopra

**What We Do**

• Marketing Performance Optimization  
- Benchmark Marketing and Sales Performance – Measurement  
• Implement marketing analytics  
• Track Events and programming  
• Ensure they are tagged appropriately for longer-term tracking and analytics  
• Define workflows for client to monitor and manage digital properties and their associated behaviours based on Sales efforts by the client marketing team



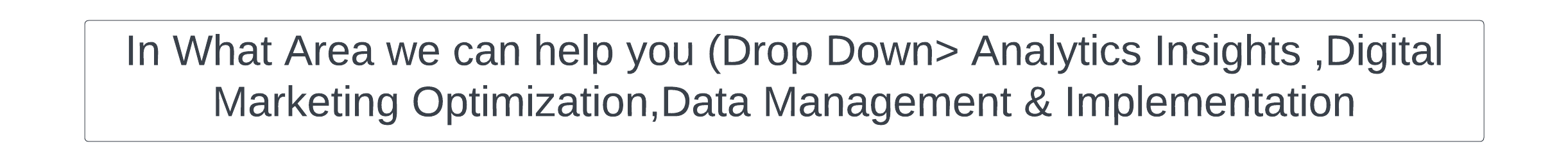






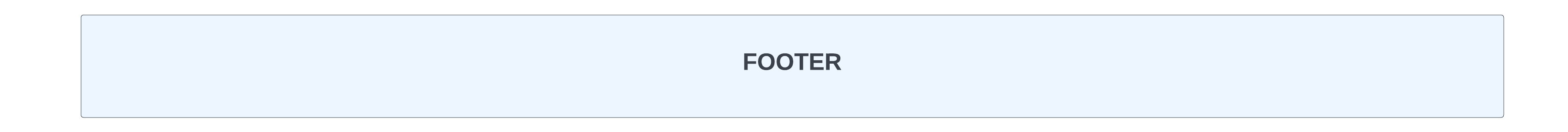












<!DOCTYPE html>

<html lang="en">

<head>

<?php

include("gtmheader.php")

?>

<!-- ========== Meta Tags ========== -->

<meta charset="utf-8">

<meta http-equiv="X-UA-Compatible" content="IE=edge">

<meta name="viewport" content="width=device-width, initial-scale=1">

<!-- ========== Page Title ========== -->

<title>Marketing analytics Intuisyz | Social Media Marketing</title>

<!-- ========== Favicon Icon ========== -->

<link rel="shortcut icon" href="images/intui-newlg.png" type="image/x-icon">

<!-- ========== Start Stylesheet ========== -->

<link href="assets/css/bootstrap.min.css" rel="stylesheet">

<link href="assets/css/font-awesome.min.css" rel="stylesheet">

<link href="assets/css/themify-icons.css" rel="stylesheet">

<link href="assets/css/elegant-icons.css" rel="stylesheet">

<link href="assets/css/flaticon-set.css" rel="stylesheet">

<link href="assets/css/magnific-popup.css" rel="stylesheet">

<link href="assets/css/swiper-bundle.min.css" rel="stylesheet">

<link href="assets/css/animate.css" rel="stylesheet">

<link href="assets/css/validnavs.css" rel="stylesheet">

<link href="assets/css/helper.css" rel="stylesheet">

<link href="assets/css/unit-test.css" rel="stylesheet">

<link href="assets/css/style.css" rel="stylesheet">

<link href="style.css" rel="stylesheet">

<!-- ========== End Stylesheet ========== -->

<style>

/\* Add your existing styles here \*/

/\* Set a fixed height for the .swiper-slide \*/

.swiper-slide {

height: 400px; /\* Adjust the height as needed \*/

}

/\* Style for the services-style-three box \*/

.services-style-three {

height: 100%;

display: flex;

flex-direction: column;

justify-content: space-between;

}

.info {

text-align: center;

}

.info i {

font-size: 2em;

margin-bottom: 10px;

}

</style>

</head>

<body>

<?php

include("gtmbody.php")

?>

<?php

include("header.php")

?>

<!-- Start Banner Area

============================================= -->

<div class="banner-area banner-style-two content-right navigation-icon-solid navigation-right-botom navigation-custom-large overflow-hidden bg-cover" style="background: url(images/marketing-analytics-service.jpg);">

<!-- Slider main container -->

<div class="banner-style-two-carousel">

<!-- Additional required wrapper -->

<div class="swiper-wrapper">

<!-- Single Item -->

<div class="swiper-slide banner-style-two">

<div class="container">

<div class="row align-center">

<div class="col-xl-7 col-lg-9">

<div class="content">

<h2>Make Informed Marketing Investments</h2>

<div class="shape-circle"></div>

</div>

</div>

</div>

</div>

<!-- Start Shape -->

<div class="banner-shape-right" style="background: url(assets/img/shape/3.png);"></div>

<!-- End Shape -->

</div>

<!-- End Single Item -->

</div>

</div>

</div>

<!-- End Main -->

<!-- Start Testimonials

============================================= -->

<div class="testimonial-style-one-area default-padding">

<div class="container">

<div class="row align-center">

<div class="col-lg-4">

<div class="testimonial-thumb">

<div class="thumb-item">

<img src="assets/img/illustration/5.png" alt="illustration">

<div class="mini-shape">

<img src="assets/img/shape/19.png" alt="illustration">

</div>

</div>

</div>

</div>

<div class="col-lg-7 offset-lg-1">

<div class="site-heading text-center">

<h2 class="title">Why Marketing Analytics Matters?</h2>

<div class="devider"></div>

</div>

<div class="testimonial-carousel swiper">

<!-- Additional required wrapper -->

<div class="swiper-wrapper">

<!-- Single item -->

<div class="testimonial-style-one">

<div class="item">

<div class="content">

<p>Marketing analytics plays a pivotal role in today's fiercely competitive business landscape. It enables businesses to gain valuable insights from data, helping them make informed decisions, optimize marketing strategies, and allocate resources effectively. By analyzing customer behaviour, market trends, and campaign performance, companies can enhance customer targeting, improve ROI, and stay agile in responding to market dynamics. In essence, marketing analytics empowers businesses to stay competitive by maximizing their marketing efforts and achieving better results.

</p>

</div>

</div>

</div>

<!-- End Single item -->

</div>

</div>

</div>

</div>

</div>

</div>

<!-- End Testimonails -->

<img src="images/marketing-analytics-diagram.png">

<!-- Start Services

============================================= -->

<div class="services-style-three-area default-padding-top half-bg-dark" style="background-image: url(assets/img/shape/52.png);">

<div class="container">

<div class="row">

<div class="col-lg-8 offset-lg-2">

<div class="site-heading secondary text-center">

<h2 class="title"> Our Approach to Marketing Analytics Consulting</h2>

<div class="devider"></div>

</div>

</div>

</div>

</div>

<div class="container container-stage">

<div class="row">

<div class="col-lg-12">

<div class="services-carousel swiper">

<!-- Additional required wrapper -->

<div class="swiper-wrapper">

<!-- Single Item -->

<div class="swiper-slide">

<div class="services-style-three">

<div class="info">

<i class="fas fa-hands-heart"></i>

<h3><b>Selecting Relevant KPIs</b></h3>

<p>

Identifying the right Key Performance Indicators (KPIs) to measure marketing performance effectively.

</p>

</div>

</div>

</div>

<!-- End Single Item -->

<!-- Single Item -->

<div class="swiper-slide">

<div class="services-style-three">

<div class="info">

<i class="fas fa-hands-heart"></i>

<h3><b> Alignment with Business Goals</b></h3>

<p>

Ensuring that the chosen KPIs align with the broader business objectives.

</p>

</div>

</div>

</div>

<!-- End Single Item -->

<!-- Single Item -->

<div class="swiper-slide">

<div class="services-style-three">

<div class="info">

<i class="fas fa-hands-heart"></i>

<h3><b>Attributing Sales Revenues</b></h3>

<p>Determining how sales revenues can be attributed to various marketing campaigns and channels, allowing for ROI assessment.

</p>

</div>

</div>

</div>

<!-- End Single Item -->

<!-- Single Item -->

<div class="swiper-slide">

<div class="services-style-three">

<div class="info">

<i class="fas fa-hands-heart"></i>

<h3><b>Accurate Data Collection</b></h3>

<p>: Collecting the necessary data accurately to provide a solid foundation for analysis.

</p>

</div>

</div>

</div>

<!-- End Single Item -->

<!-- Single Item -->

<div class="swiper-slide">

<div class="services-style-three">

<div class="info">

<i class="fas fa-hands-heart"></i>

<h3><b>Effective Reporting </b></h3>

<p>

Delivering timely and accurate reports to communicate insights and progress effectively.

</p>

</div>

</div>

</div>

<!-- End Single Item -->

<!-- Single Item -->

<div class="swiper-slide">

<div class="services-style-three">

<div class="info">

<i class="fas fa-hands-heart"></i>

<h3><b>System Deployment</b></h3>

<p> Implementing the required systems and tools to facilitate the above processes.

</p>

</div>

</div>

</div>

<!-- End Single Item -->

<!-- Single Item -->

<div class="swiper-slide">

<div class="services-style-three">

<div class="info">

<i class="fas fa-hands-heart"></i>

<h3><b>Actionable Insights</b></h3>

<p> Providing actionable marketing intelligence derived from data analysis to inform decision-making.

</p>

</div>

</div>

</div>

<!-- End Single Item -->

<!-- Single Item -->

<div class="swiper-slide">

<div class="services-style-three">

<div class="info">

<i class="fas fa-hands-heart"></i>

<h3><b>Maturity Enhancement</b></h3>

<p> Continuously working to increase the analytics maturity level within the organization.

</p>

</div>

</div>

</div>

<!-- End Single Item -->

<!-- Single Item -->

<div class="swiper-slide">

<div class="services-style-three">

<div class="info">

<i class="fas fa-hands-heart"></i>

<h3><b>System Deployment</b></h3>

<p> Implementing the required systems and tools to facilitate the above processes.

</p>

</div>

</div>

</div>

<!-- End Single Item -->

</div>

<!-- Navigation -->

<div class="services-swiper-nav">

<!-- Pagination -->

<div class="services-pagination"></div>

<div class="services-button-prev"></div>

<div class="services-button-next"></div>

</div>

</div>

</div>

</div>

</div>

</div>

<!-- End Services -->

<!-- Start Estimate

============================================= -->

<div class="estimate-area bg-dark text-light default-padding">

<div class="container">

<div class="row">

<div class="col-lg-6">

<div class="estimate-style-one">

<h2 class="title">Get in touch with our expert consultant today </h2> <h4 class="sub-heading secondary">Let us dicuss your marketing analytics need to empower your bussiness</h4>

<div class="esitmate-form mt-40">

<form action="marketing-analytics.php" method="post">

<div class="row">

<div class="col-lg-6">

<div class="form-group">

<label for="name">First Name</label>

<input class="form-control" id="name" name="firstname" type="text" required>

</div>

</div>

<div class="col-lg-6">

<div class="form-group">

<label for="lastname">Last Name</label>

<input class="form-control" id="lastname" name="lastname" type="text" required>

</div>

</div>

</div>

<div class="row">

<div class="col-lg-6">

<div class="form-group">

<label for="email">Bussiness Email</label>

<input class="form-control" id="email" name="email" type="email" required>

</div>

</div>

<div class="col-lg-6">

<div class="form-group">

<label for="Company">Comapny</label>

<input class="form-control" id="company" name="company" type="text" required>

</div>

</div>

</div>

<div class="row">

<div class="col-lg-6">

<div class="form-group">

<label for="email">Title</label>

<input class="form-control" id="title" name="title" type="text" required>

</div>

</div>

<div class="col-lg-6">

<div class="form-group">

<label for="subject">In waht area we can help you?</label>

<select id="subject">

<option value="1">Analytics Insights</option>

<option value="2"> Digital Marketing</option>

<option value="4">Data management & Implementation</option>

</select>

</div>

</div>

</div>

<div class="row">

<div class="col-lg-12">

<label for="message">Message</label>

<input type="textarea" class="form-control" id="message" name="message" type="text" required>

</div>

</div>

<div class="row">

<div class="col-lg-12">

<button type="submit" name="submit" id="submit">

Send Request

</button>

</div>

</div>

</form>

</div>

</div>

</div>

<div class="col-lg-5 offset-lg-1">

<div class="estimate-thumb">

<img src="images/marketing-analytics-contact.jpg" alt="Image Not Found">

<div class="shape">

<img src="assets/img/shape/53.png" alt="Shape">

</div>

</div>

</div>

</div>

</div>

</div>

<!-- End Estimate -->

<!-- Start Mission & Vision

============================================= -->

<div class="mission-vision-style-one-area overflow-hidden default-padding" style="background-image: url(assets/img/shape/banner-4.png);">

<div class="container">

<div class="row">

<div class="col-lg-8">

<div class="nav nav-tabs mission-tab-navs" id="nav-tab" role="tablist">

<button class="nav-link active" id="nav-id-1" data-bs-toggle="tab" data-bs-target="#tab1" type="button" role="tab" aria-controls="tab1" aria-selected="true">

What We Measure

</button>

<button class="nav-link" id="nav-id-2" data-bs-toggle="tab" data-bs-target="#tab2" type="button" role="tab" aria-controls="tab2" aria-selected="false">

Technology We Use

</button>

<button class="nav-link" id="nav-id-3" data-bs-toggle="tab" data-bs-target="#tab3" type="button" role="tab" aria-controls="tab3" aria-selected="false">

What We Do

</button>

</div>

<div class="tab-content mission-tab-content" id="nav-tabContent">

<!-- Tab Single Item -->

<div class="tab-pane fade show active" id="tab1" role="tabpanel" aria-labelledby="nav-id-1">

<ul>

<li> Website Traffic and Engagement

</li>

<li> Conversion Rate s</li>

<li> Sales and Revenue Metrics</li><li> Customer Behaviour</li><li> Marketing Campaign Performance </li><li> Content

</li>

<li>Marketing Metrics

Social Media Metrics </li>

<li> Email Marketing Metrics</li><li> Search Engine Optimization (SEO) Metrics</li><li> Customer Satisfaction and Feedback</li><li> Brand Awareness

</li><li>Technology Assets Performance</li><li>Social Media Performance</li><li>Search Engine Marketing (SEM Performance)</li>

</ul>

</div>

<!-- End Tab Single Item -->

<!-- Tab Single Item -->

<div class="tab-pane fade" id="tab2" role="tabpanel" aria-labelledby="nav-id-2">

<ul>

<li> Google Analytics </li>

<li>HotJar </li>

<li> Ahref </li>

<li>Piwik</li>

<li> Microsoft Power BI</li>

<li> Woopra </li>

</ul>

</div>

<!-- End Tab Single Item -->

<!-- Tab Single Item -->

<div class="tab-pane fade" id="tab3" role="tabpanel" aria-labelledby="nav-id-3">

<ul>

<li>Marketing Performance Optimization

- Benchmark Marketing and Sales Performance – Measurement</li>

<li> Implement marketing analytics</li>

<li>Track Events and programming</li>

<li> Ensure they are tagged appropriately for longer-term tracking and analytics</li>

<li> Define workflows for client to monitor and manage digital properties and their associated behaviours based on Sales efforts by the client marketing team</li>

</ul>

</div>

<!-- End Tab Single Item -->

</div>

</div>

</div>

</div>

</div>

<!-- End Mission & Vision -->

<?php

include("footer.php")

?>

<!-- jQuery Frameworks

============================================= -->

<script src="assets/js/jquery-3.6.0.min.js"></script>

<script src="assets/js/bootstrap.bundle.min.js"></script>

<script src="assets/js/jquery.appear.js"></script>

<script src="assets/js/jquery.easing.min.js"></script>

<script src="assets/js/jquery.magnific-popup.min.js"></script>

<script src="assets/js/modernizr.custom.13711.js"></script>

<script src="assets/js/swiper-bundle.min.js"></script>

<script src="assets/js/wow.min.js"></script>

<script src="assets/js/progress-bar.min.js"></script>

<script src="assets/js/circle-progress.js"></script>

<script src="assets/js/isotope.pkgd.min.js"></script>

<script src="assets/js/imagesloaded.pkgd.min.js"></script>

<script src="assets/js/jquery.nice-select.min.js"></script>

<script src="assets/js/count-to.js"></script>

<script src="assets/js/jquery.scrolla.min.js"></script>

<script src="assets/js/YTPlayer.min.js"></script>

<script src="assets/js/TweenMax.min.js"></script>

<script src="assets/js/rangeSlider.min.js"></script>

<script src="assets/js/jquery-ui.min.js"></script>

<script src="assets/js/validnavs.js"></script>

<script src="assets/js/main.js"></script>

<script src="enq\_script.js"></script>

<script type="text/javascript" src="button.js"></script>

<script src="code.js"></script>

</body>

</html**>**