Full Reporting Suite

The ability to fully integrate the vast sources of media data is crucial to telling the story of your marketing and business efforts. A full reporting suite ensures that you have a complete picture of your marketing spend and online campaigns in real time.

All solutions are presented in an enterprise level reporting suite that can be easily be accessed online. Give your team and your clients a platform to digest an abundance of useful information in an effective manner, all for the betterment of your business.

Full Reporting Suite: *Q & A*

- Can I get my all media performance data at my fingertips in real time?

  Our reporting solution serves as a single source of truth, delivering a comprehensive suite of pivotal metrics regarding your online media efforts in real time. We remove the headache of soloed and disparate data sources with a platform that delivers a holistic view in a central online location.

- How can I get a pulse on the effectiveness and trends of my media performance in a centralized location?

  We empower digital marketers to clearly interpret results in order to effectively communicate their findings to both clients and executive teams. Our reporting solution removes the fog in your media planning and optimization process, delivering a best in class reporting suite. The outcomes are easily consumed, therefore equipping media professionals to quickly develop strategies to optimize performance.

Full Reporting Suite: *Applications & Benefits*

Our full suite of whitelisted reports are connected to the largest players in the digital media space and require very little spin up time to get your media teams up and running. The tools within the suite provide a significant and immediate impact to your media buying and planning decisions. Tools included are media performance reporting, creative results, geo performance and a SEO dashboard.

Media Performance: Consume information quickly with campaign and executive dashboards, or take a deep dive with media investment, volume and KPIs by hierarchal levels of granularity. Reporting on all media sources, including individual media partners, ad servers and 3rd party sources.

Geo Overview: Slice and dice media performance and volume and KPIs by city, state and region.

Creative Performance: Utilize media volume and KPIs by creative messaging, products/offers, creative size, and background images. Compare performance of different media metrics side by side.

SEO Dashboard: Understand keyword performance and customer segmentation. Who is landing on your site and how did they get there. Actionable results to make optimizations clear.

Additionally, our data science solutions and products are built on a fully integrated reporting suite and can be customized per your clients' needs. Results are made clear and presented in a way that is both simple and sellable. The output of each solution can be viewed online, or downloaded to present to a number of admins and executive teams.

Causal Attribution: Our causal attribution reporting suite can sit alongside standard media reporting.

If there are options not available in our whitelist reporting, we can work on a project basis to provide your team with customizable business intelligence solutions that are built to help digital marketers navigate a complete landscape of data providers.

Next Steps

Our streamlined process involves a requirements gathering session for our team gain an understanding of media practices, technology capabilities and data resources. We then create the necessary data connections, and deliver our automated reporting suite. Audits of historical incrementality performance may also be available after the data connections have been made.

Contact Us

Schedule Requirements Session or Contact Us to Learn More:

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About Us

We are a team of data science professionals focused on superlative computational mathematics and advanced data product solutions. The sole intention of our work is to serve our clients with actionable insight and honest transparency using genuine scientific practices.