

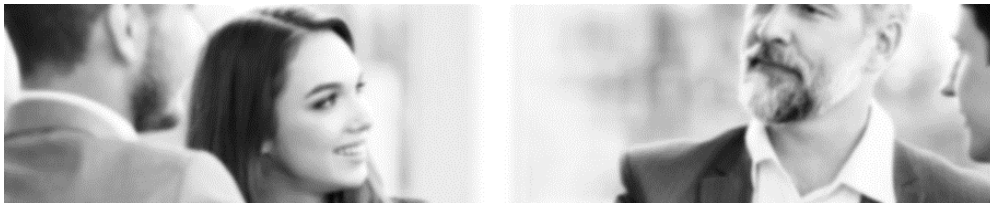
Digital Marketing OneView

A single view for all of your digital campaigns

The measurement of overall digital campaign effectiveness across a multitude of online channels is a challenge many Marketing Departments face.

Digital Marketing OneView unifies this into a single view, facilitating the measurement of the return on investment per campaign and against a range of online engagement, conversion and cost-effectiveness targets.

- Analytical Repository of all digital marketing campaigns
- Transparent Marketing ROI
- Unprecedented Insight to overall campaign effectiveness
- Consolidated view across entire digital portfolio



Establish a Single View

- Twitter, Facebook, LinkedIn and more in a single hub
- Automate process of producing campaign dashboards
- Drill through capability to individual channels and campaigns

360 degree view of Digital Marketing

Gain Digital Insight

- Discover which digital channel works best
- Measure campaign effectiveness against KPIs
- Better understand digital interaction with your content by campaign

Power BI Visualizations for Campaign ROI

Seamlessly Integrate

- Seamlessly integrate with your CRM system
- Track and measure campaigns against actual sales

Ability to connect to Salesforce and Dynamics for accurate ROI

"Marketing leaders spent more on their websites, digital commerce and digital advertising than on other categories in 2016. These top three categories of 2016 spend illustrate that, while digital has become integral to all marketing activities, pure digital marketing investments remain a top priority."

Gartner CMO Spend Survey

Digital Marketing OneView unifies all of your online Marketing Campaigns



Automated Data Collection

- Seamless data collection from all of your digital marketing channels including Ad-words, Google Analytics, Twitter, LinkedIn, Facebook, YouTube, MailChimp, Campaign Monitor, Website and more
- Automated Data Aggregation provides consolidated view of online campaign performance
- Less time is spent collating a consolidated marketing view and more is spent on implementing data-driven process improvements



Easy-to-Use Web Interface and Power BI Visualisation

- Quickly and easily tag campaigns against channels
- Multi-channel measurement of Impressions, Referrals and Conversions
- Campaign Scorecards and Analytical Dashboards to visualize channel promotion and content effectiveness

Our promise to you

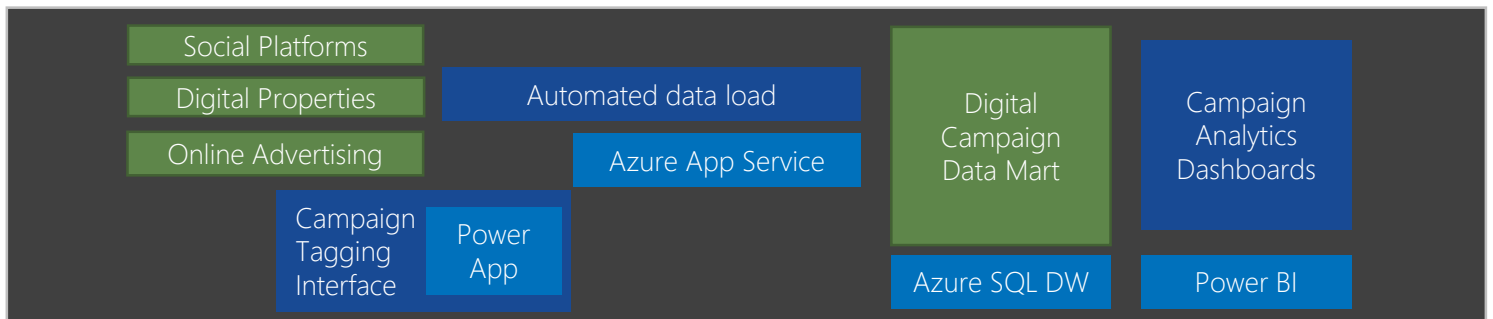
Digital Marketing OneView is the only solution that offers a complete view of all of your online marketing activities.

An offer to get you started

BizData will deliver a streamlined engagement comprising of a;

- Platform installation and configuration
- Configuration of automated data sourcing from marketing channels
- Suite of digital campaign analytics dashboards

Get Started from
\$30,000



Tangible Benefits / Desired Outcomes

- Removes the complexity of managing multiple online marketing channels
- Reduces time spent trying to consolidate disparate analytics across web, email and social media
- Provides data driven insight to the effectiveness of each campaign against each digital channel engaged

Why BizData?

BizData is an internationally award winning Data Analytics Agency. We specialise in rapid delivery of Artificial Intelligence, Big Data and Business Intelligence solutions, leveraging Microsoft and Open Source technology. BizData is widely recognised for excellence in innovation and implementation of customer solutions that spearhead a data-driven culture for everyone.