As a marketer you need to determine your best customers, campaigns and programs. Data is supposed to make your job easier, but you are faced with three challenges. Your data is spread across many business applications and legacy data warehouses. Your sales, service and finance teams have their own versions of opportunities, revenue and high value customer. And IT needs your data to comply with corporate data governance standards.

**Birst Marketing Analytics at a Glance**
Birst empowers marketers to bring information about customers, prospects, campaigns and sales into a single, trusted view, so everyone in the organization can see the data in the same context. With Birst you can:

- Meet your revenue goals
- Grow high value customers
- Accelerate deals through the pipeline
- Create marketing, sales and service alignment

**The Birst Difference**
From campaign managers to digital ad directors, Birst Marketing Analytics puts information in the hands of everyone, empowering users across your sales, service, and financial teams to make data-driven and trusted decisions. Birst Cloud BI an Analytics provides:

- A complete suite of visual discovery, interactive analysis, dashboards, reports, mobile and predictive analytics
- An automated data refinery to align multiple sources into a single, trusted and business-ready view of data
- Pre-built, best practice-based analytic templates, reports, dashboards and KPIs for Marketo, Salesforce.com and Google Analytics
Birst Marketing Analytics Helps You Achieve Success in These Scenarios

**Marketing ROI and Attribution**
Measure the return on marketing investment and assign credit to marketing channels that successfully lead to conversions.
- Show value and ROI
- Prioritize campaigns with respect to revenue
- Determine spend
- Optimize marketing mix
- Analyze attribution by first and last touch, linear and time decay

**Lead to Revenue**
Identify the roadblocks of your lead to cash process and meet your revenue goals on time and within budget.
- Gain visibility into the entire funnel, from leads to sale to revenue
- Identify high quality leads that convert fast
- Accelerate conversion rates
- Set and monitor Sales and Marketing SLAs

**Retention, Upsell and Loyalty**
Recognize your best customers and put loyalty, upsell and cross-sell programs in place to retain and nurture them.
- Predict and extend the life of a customer
- Increase customer share of wallet
- Uncover strategies for introducing new products
- Spend marketing dollars on customers with higher lifetime value
In addition to providing these solutions, Birst offers a marketing analytics accelerator that speeds the time to value in creating advanced analytics for Google Analytics, Marketo and Salesforce.com. This Accelerator is built on customer best practices and includes out-of-the-box templates, KPIs, reports and dashboards. Sample analytics include:

- **Marketing Analytics Overview**
  - Marketing contribution to revenue
  - Qualified leads vs. target in this period
  - Marketing generated opportunities vs. target in this period
  - Opportunity pipeline

- **Revenue Generation Analytics**
  - Attribution to revenue by channel and campaign
  - Attribution by last / first touch, linear and time decay
  - Campaign performance and ROI
  - Marketing direct vs. assist

- **Marketing Operations Analytics**
  - Average cycle time over time
  - Lead to Revenue conversation rates
  - Lead aging report by region and sales rep
  - Sales reps with leads outside SLA

- **Web and Digital Analytics**
  - Page traffic by source, campaign and social network
  - Unique page visits over time
  - Page conversion rate over time
  - Lead and opportunities generated from web traffic

Blend All of Your Marketing Data into One View
Analytics for You and Your Team
Leading data-driven companies are using Birst to achieve a competitive advantage and delight their customers.

Sales
- AbbVie
- AT&T
- Johnson Controls
- JPMorgan Chase
- RBC Capital Markets

Marketing
- Adobe
- AT&T
- Deloitte
- IBM
- Intel
- Lenovo
- Microsoft

Customer
- Aetna
- Alibaba Cloud
- Athenahealth
- FT Global
- ING

Enterprise BI
- iRobot
- jive
- MuleSoft
- SAP

Financial
- EA
- HASSELL
- KPMG
- LG

Operations
- Citrix
- JPMorgan Chase
- Novartis
- Philips

Embedded
- Autodesk
- CBS Interactive
- DiamondStream
- ELEKTA
- OPENTEXT
- SK telecom
- hiperos

About Birst
Birst is the global leader in Cloud BI and Analytics. The company helps organizations make thousands of decisions better, every day, for every person. Birst’s patent-pending 2-tier data analytics and BI platform enables enterprises to create a trusted source of data, place it in the context of key business users and then enable business users up and down the organization to report and analyze the information using world-class BI tools. Thousands of the most demanding businesses trust Birst to make metric-driven business execution a reality. Learn more at www.birst.com and join the conversation @birstbi.