Birst Marketing Analytics

Bringing Clarity, Trust and Speed to Your Data-driven Marketing

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

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> " Birst was the first solution where the ease of implementation, ease of importing data and automating the process was better than anyone we looked at so far. "

Brandon Proctor
VP of Marketing, Build.com

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

![Birst Social Media Management dashboard displayed on a monitor](image)
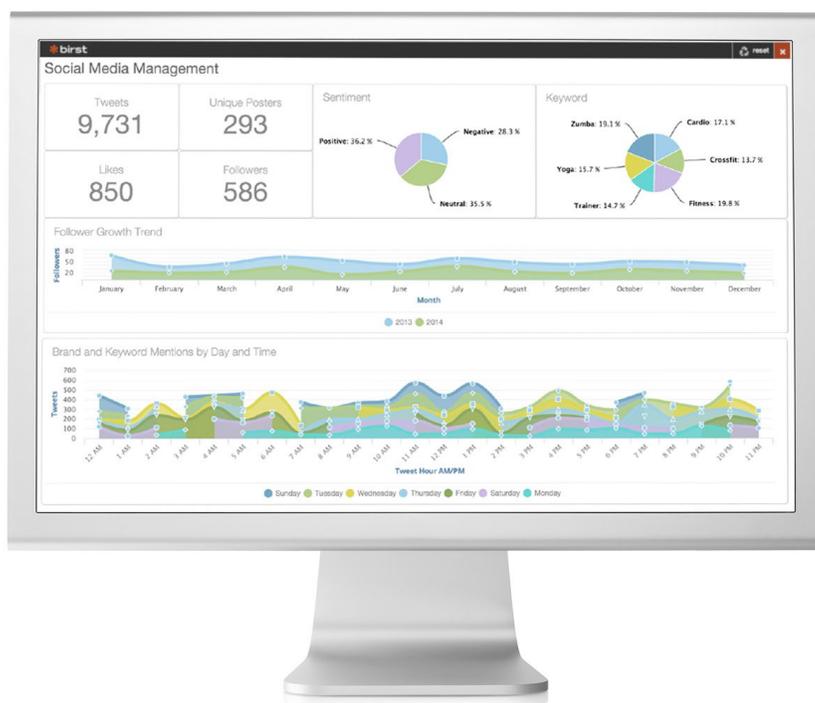
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Birst Marketing Analytics

. . . and Provides a Prebuilt Marketing Analytics Accelerator

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

salesforce   Marketo   Google Analytics   eloqua   Adobe Analytics   ExactTarget

SAP   NETSUITE   amazon web services Amazon Redshift   Cassandra   ORACLE CRM ON DEMAND   hadoop

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Birst Marketing Analytics

Analytics for You and Your Team

Leading data-driven companies are using Birst to achieve a competitive advantage and delight their customers.

Sales				Marketing			
ADP	at&t	Johnson Controls	RBC Financial Group	AMERICAN EXPRESS	Principal Financial Group	RENESAS	Reckitt Benckiser

Customer				Enterprise BI			
aetna	GE	athenahealth	FT FINANCIAL TIMES	iRobot	jive	MuleSoft	Tires LES SCHWAB / Simply

Financial				Operations			
EAT.	HASSELL	KOCH	LGsuper	CITRIX	Kellogg's	NOVARTIS	PHILLIPS FEED & PET SUPPLY

Embedded							
AUTODESK	CBS Interactive	Diamond.Stream	ELEKTA	OPENTEXT	SK telecom	hiperos

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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.