People + Data = Better

Our Offerings

We leverage proprietary and innovative technologies to evaluate multi-touch attribution and customer journey analytics across touchpoints and channels.

• Customer Journey Analytics   **• Return on Ad Spend Reports**   **• Broadcast Attribution**   **• Cohort Reporting**

Our Process

Our managed service team takes care of everything from account creation, conversion setup, configuring data to data monitoring, metrics reporting, and analytic insights.

Contract Approval:	**Kick-Off Call:**	**Onboarding:**	**Impact Reports:**	**Ongoing Support:**
Following service offering agreement, we start our journey as partners	We welcome you onboard and get to know your campaigns and KPIs	You install the pixel. We QA and configure the data	We gather key metrics and deliver your monthly and quarterly reports.	We monitor your data, address system issues and create your support tickets

Our Team

We are marketers, data scientists, customer success advocates, and marketing analytics evangelists here to help you navigate impartial multi-touch attribution.

Our Experience

Pioneering multi-touch attribution, we've been helping agencies develop an approach to persistent marketing since 2015. We've captured quality analytics against hundreds of thousands of marketing programs. From online retailers and manufacturers to financial institutions and B2B businesses, we have a breadth of experience that can help you as well.