

# Enterprise Omnichannel Marketing Attribution Hub

powered by  **elysium**  
ANALYTICS



**Achieve an enterprise-wide, strategic view of your overall marketing performance across all channels with targeted decision-making insights**

Today's digitized economy enables instantaneous virtual exchanges to customers worldwide. Digitization has elevated the importance of a data-driven marketing model, integrating the customer journey across various channels to capture share of voice and achieve conversions. Critical factors for achieving success with omnichannel marketing are full channel integration and personalization.

The System Soft **Enterprise Omnichannel Marketing Attribution Hub** is a cloud native, SaaS application built for the modern enterprise business. Our Marketing Attribution Hub enables your organization to orchestrate and capture insights from multi-channel marketing programs to holistically track and measure ROI by campaign. Real-time data insights help inform campaign optimization and target highly relevant audiences. With the Enterprise Omnichannel Marketing Attribution Hub **powered by Elysium Analytics**, you can connect data and analytics to business value and improve your targeting to increase conversions.



## Enterprise-wide, Strategic View of Overall Marketing Performance

Consolidate campaign metrics across all channels to analyze performance in real time and optimize the ROI of marketing initiatives.



## On-Demand Omnichannel Insights

Reduce the cost, time and complexity of manually consolidating data from multiple marketing channels with automated omnichannel data integration.



## Inform the Customer Journey

Integrate and connect customer data from multiple touchpoints for a more complete view of customer interactions. Apply insights to build a more strategic and personalized lead conversion journey.



## Single Source of Marketing Truth

Establish alignment on key performance indicators (KPIs) for more consistent reporting and analysis.

## Data-Driven Marketing Analytics



### Enterprise Data Management Platform

Integrate all marketing, sales and customer data from disparate sources.

Create a contextual connected data model with complete data governance.



### Omnichannel Marketing Attribution

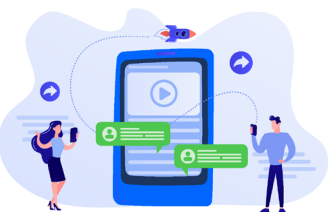
Apply descriptive, predictive and prescriptive methods to extract insights needed to assess the value and ROI for all channels.

Customize visualizations with a holistic view of campaign insights and drill-down intelligence for channel analysis.



### Customer Journey Mapping and Enhanced Personalization

Achieve visibility into customer marketing channel engagement to support lead generation and enhance the customer experience with personalized offers at every touchpoint, building a healthy lifetime value with the customer.



### Immediate, Self-Serve Insights About Customer Behavior

A self-serve analytics approach, according to Gartner, makes customer behavioral data and analysis widely accessible.

With our solution, teams don't need to have SQL skills to explore data and form insights. They are equipped for success by having immediate, direct access to the data and a navigable platform to analyze it—in just a few clicks.



### Measurement and Predictive Models

Analyzing the past is not sufficient in marketing. You need to take it a step further, creating predictions about new campaigns. Besides reporting campaign performance, for example, you can build an analytical model to predict which customer segments will be the most profitable and what sort of personalized promotion will best work for a customer or segment.

The combination of analytics and prediction can help marketers make better decisions to increase revenue and more effectively use their budget.

### Learn More Today

Contact us to learn how the Enterprise Omnichannel Marketing Attribution Hub powered by Elysium Analytics can enable your organization to connect all data sources for holistic, data-driven insights to optimize campaigns, and improve customer engagement and better business outcomes.



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