

**FOR IMMEDIATE RELEASE**

**LinkedIn Live Event: Connecting Data to Business Value With Omnichannel Analysis**

*Interactive, Q&A LinkedIn Live event for sales and marketing teams to overcome the current challenges faced in data and analytics through omnichannel analytics to increase campaign ROI*

TAMPA, Florida—March 17, 2022—[System Soft Technologies](#), a leader in enterprise IT services, solutions and products, today announced it is hosting a LinkedIn Live streaming event at 2 p.m. ET on Tuesday, March 29, 2022. The episode—“**Ask an Expert: Connecting Data to Business Value for Both Sales and Marketing Through Omnichannel Analysis**”—will engage both sales and marketing leaders and their teams to learn how to connect data to meaningful insights and business value with omnichannel analytics, which can help leaders answer critical questions and make informed decisions to improve campaigns.

Data and analytics experts [Satish Abburi](#), CTO, [Elysium Analytics](#), and Krishna Kolluru, Director of Marketing Technology and Strategy, System Soft Technologies, will discuss and answer attendees’ questions about:

- Major challenges organizations may face in using marketing analytics to their full potential
- How organizations can maintain a sole source of marketing truth
- The impact of meaningful insights and business value on an organization
- The top items to consider when an organization invests in a marketing attribution hub

The panel will also introduce **LensIQ**, Elysium Analytics marketing attribution hub platform that securely stores data in Snowflake, while following an organization’s security policies and compliancy requirements.

“While data and analytics play a significant role in optimizing marketing campaign performances and understanding and personalizing the customer journey, many marketers are challenged by spending the time to find, compile and organize data so they can highlight results,” Abburi said. “They also struggle with connecting data to purposeful insights and business value to enhance campaigns and boost ROI. This event will showcase how omnichannel analytics can help conquer those challenges.”

To register and attend this live **Ask an Expert** episode, click on the event page link [here](#).

**What:** Ask an Expert: Connecting Data to Business Value for Both Sales and Marketing Through Omnichannel Analysis

**Experts:** Satish Abburi, CTO, Elysium Analytics, and Krishna Kolluru, Director of Marketing Technology and Strategy, System Soft Technologies

**When:** 2 p.m. ET, Tuesday, March 29, 2022

**Where:** Join the LinkedIn Live streaming event [here](#).