LensIQ FAQ
Omnichannel Marketing Attribution Hub

SYSTEMSOFT TECHNOLOGIES™

LENSIQ Powered by 𝒶 elysium ANALYTICS

What platform hosting options are available?
LensIQ is a SaaS application that runs natively on the Snowflake platform and is available on all major cloud provider platforms, such as Amazon Web Services (AWS), Microsoft Azure and Google Cloud Platform.

What are my options in terms of attribution modeling?
Attribution modeling is customized and based on your customers' behavior and the needs of your organization.

What distinct types of data are available for integrating and appending?
Example data sources include:
• Social platforms: LinkedIn, Facebook, Twitter, YouTube, Instagram
• CRM platforms: Salesforce, Microsoft Dynamics
• Marketing automation software: Marketo, HubSpot
• Engagement platforms: ZoomInfo, BrightTALK
• Finance: Microsoft Dynamics GP (Great Plains), NetSuite
• Physical stores: Square
• SEO: Google Analytics
More on-demand data sources can be added dependent on your organizational needs, with a turnaround time of one week.

Is the solution specific to marketing channels?
No. LensIQ is an omnichannel platform that includes physical stores, finance and customer relationship management (CRM) channels.

How does the platform monitor integration success and/or failures, and report on data variances or anomalies?
Job execution status is readily available when the feed is executed for ingesting the data.

How can I ensure my data is secure?
Your data is secure, because it is stored in a private cloud specific to your organization's account, and it cannot be accessed without proper authority.

May we pay for the software license month to month?
LensIQ is a complete subscription model with usage-based pricing. There are 10 connectors available for a free, 30-day trial after that period.
LensIQ is priced at $499.99 per month and includes five (5) digital marketing channels, visualization through three (3) platforms, multi-touch attribution, API and database access, a dedicated account manager, enterprise onboarding and unlimited users.
More data sources can be added for $99.99 per month, plus the cost of consumption.

What are the added fees?
There are no added fees outside of cloud consumption cost, which is based on usage and rounded by seconds.

Will the support team at System Soft Technologies partner with us to test new features and assess results?
Absolutely. System Soft will partner with you so you can better understand the systems and data from the POC (proof of concept) creation process through building the final solution customized for your organization.

Learn More Here!