Grazitti Interactive
Marketing for Digital Natives

Building Scalable Omni-Channel Marketing Analytics Using

alteryx

For effective decision making, businesses need to have a full-circle view of the customer's journey. By uncovering actionable intelligence and synthesizing data from disparate sources, omni-channel analytics empowers marketers to be in the driving seat.

Why Omni-Channel Marketing Analytics

The proliferation of devices and digital channels and the commoditization of storage has resulted in every bit of data being stored.
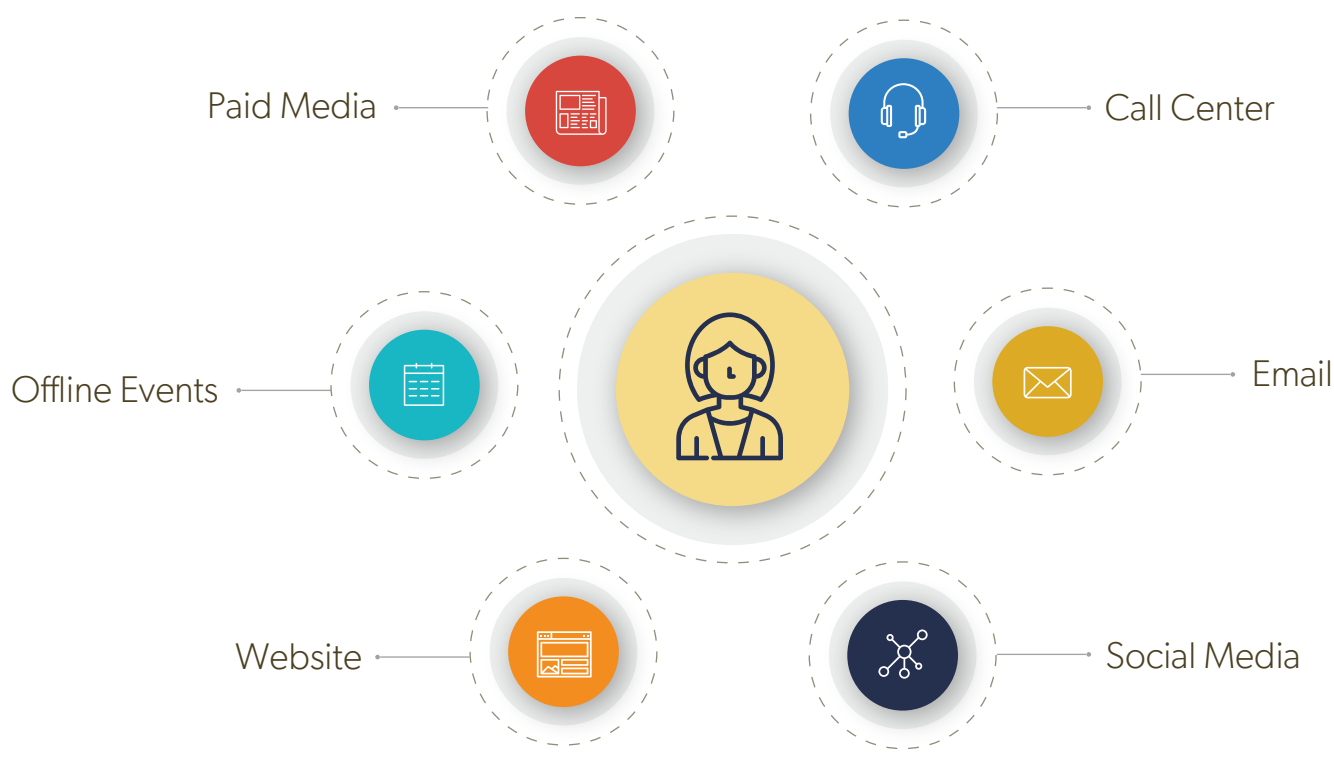
90%
The data in the world has been created in the last 2 years

95%
This data is never analyzed

This is where scalable omni-channel marketing analytics comes in!

An average customer engages with a brand across 6 channels and multiple influencing touchpoints

Paid Media

Call Center

Offline Events

Email

Website

Social Media

With multiple channels, it's imperative to have a 360° view of the customer's journey.

Omni-Channel marketing analytics empowers businesses to

Understand their customers

Predict their inclination towards specific behaviors

Engage with channels and cadence

**Personalize** offers and product recommendations

2020 is going to see 1.7 megabytes of new information created every second for every human being!

That means it's more important than ever to synthesize data from disparate sources and uncover actionable intelligence.

Expanding Your Data Reach Using Connectors

Alteryx—a leading platform for self-service data analytics, provides analysts with the ability to prep, blend, and analyze data using a repeatable workflow. But with the stratospheric growth of the marketing tech landscape, it's impossible to keep up with the pace at which new data sources are getting created.

Year	Value
2011	~150
2012	~350
2014	~1000
2015	~2000
2016	~3500
2017	~5000
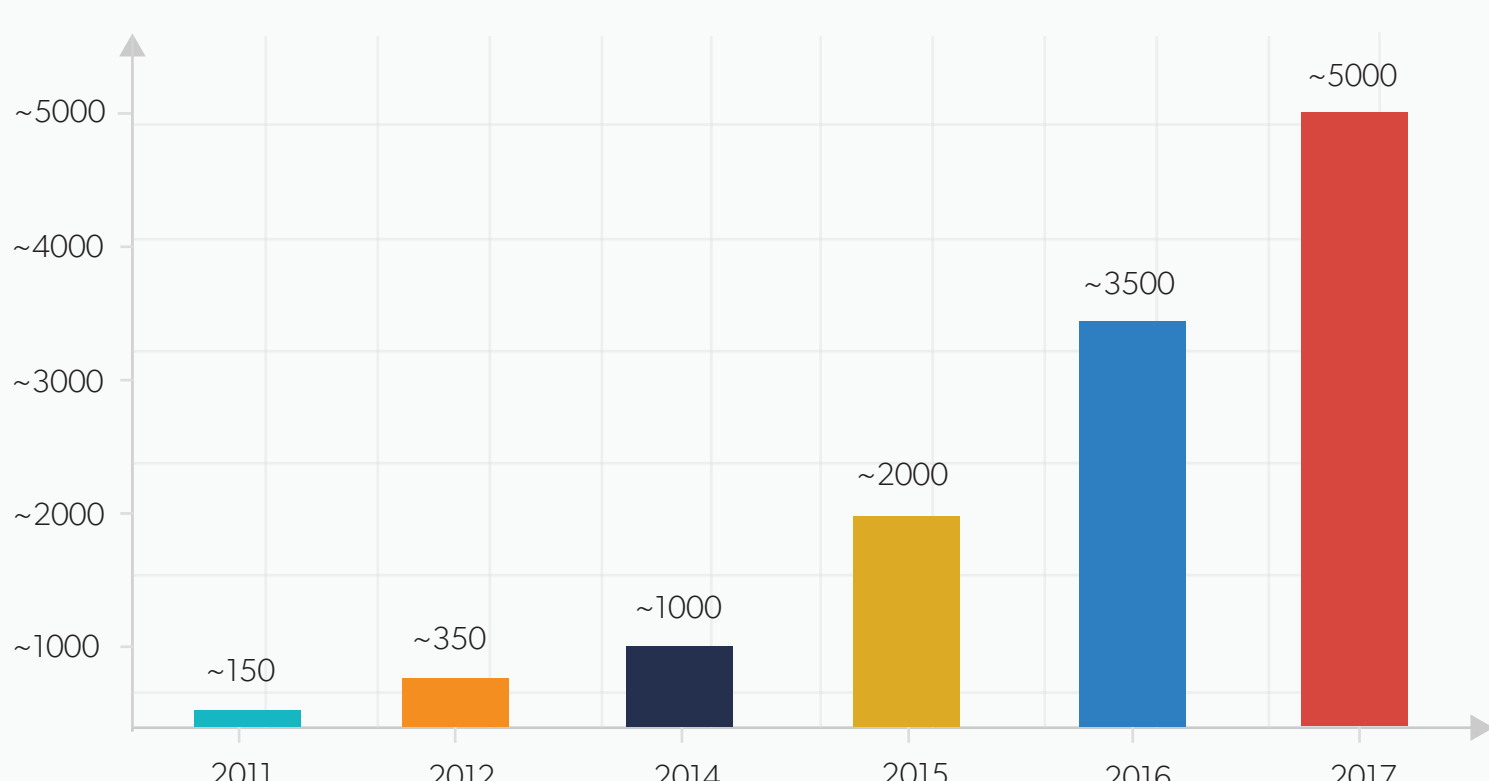
As an Alteryx Preferred Partner, Grazitti has built 35+ connectors for online advertising, social media, social marketing, databases etc. that allow users to read and write-back data from/to different platforms.

How can you build scalable omni-channel analytics?

Alteryx

Web Analytics, Map Data, CRM Data

Advanced Analysis