

Omnichannel Analytics

Powering Data-Driven Decision Making

More data is generated every year than previous ones combined. In fact, as much as 95% of data that is stored is never analyzed.

Alteryx has been changing this for a while. It is to help businesses expand their data reach and get stronger insights that Grazitti's team of engineers has built more than 50 Alteryx connectors.

Build scalable omnichannel analytics and get a 360° view of the customer's journey.





Sales Analytics

Increase visibility into your sales pipeline with predictive and prescriptive analytics



Attribution Modeling

Accurately measure marketing performance and improve ROI



Customer Service Analytics

Track effectiveness of customer support and improved customer satisfaction while reducing cost



Conversion Rate Optimization

Increase the number of your website visitors who convert into leads by making your website more relevant



Alteryx Connectors

Integrate Alteryx with dozens of platforms like AdWords, Facebook, YouTube etc.



Web Analytics

Analyze behavior starting with anonymous web visitors all the way to paying customers



Financial Analytics

Track progress against goals, and adjust forecasts, intervene and course correct by reallocating resources to stay on track



Risk Analytics

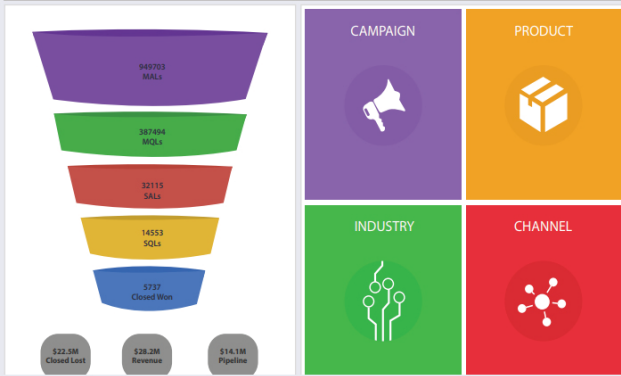
Track and minimize risk exposures and increase revenue



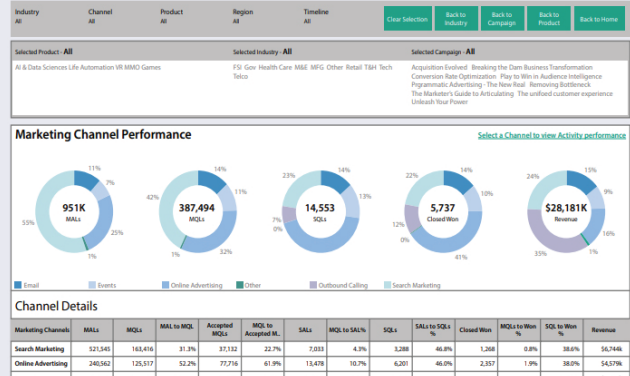
Community Analytics

Measure user engagement and track usage statistics of your community

Summary



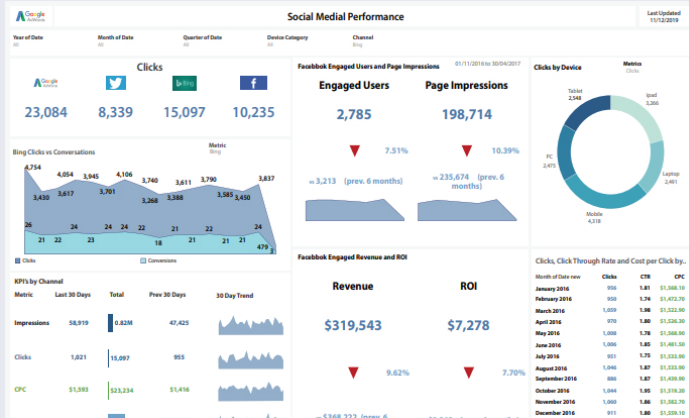
Marketing Channel Performance



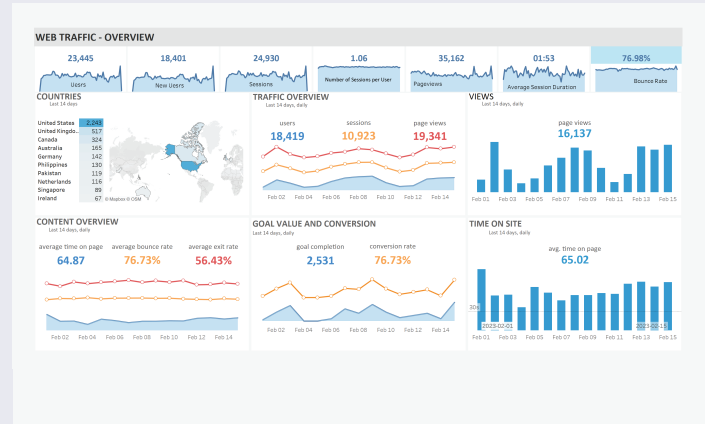
Program Analytics



Social Media Performance



Web Analytics



About Grazitti Interactive

A global digital services provider, we specialize in best-in-class analytics solutions, as well as a range of Alteryx connectors.

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