

# 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.

### What Grazitti Offers



#### Sales Analytics

Increase visibility into your sales pipeline with predictive and prescriptive analytics



#### Financial Analytics

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



#### 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





## Attribution Modeling

Accurately measure marketing performance and improve ROI



## Risk Analytics

Track and minimize risk exposures and increase revenue

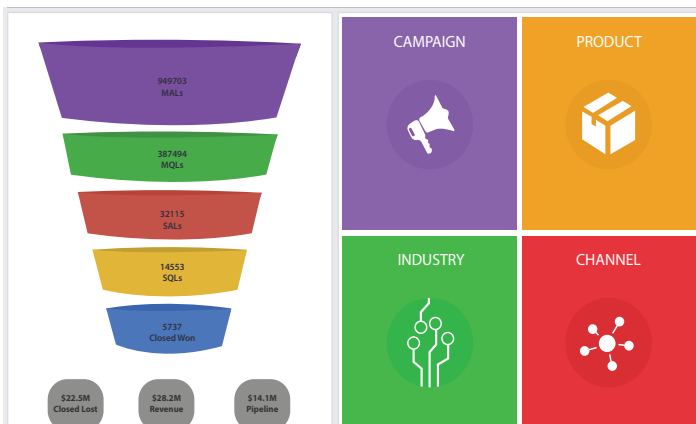


## Community Analytics

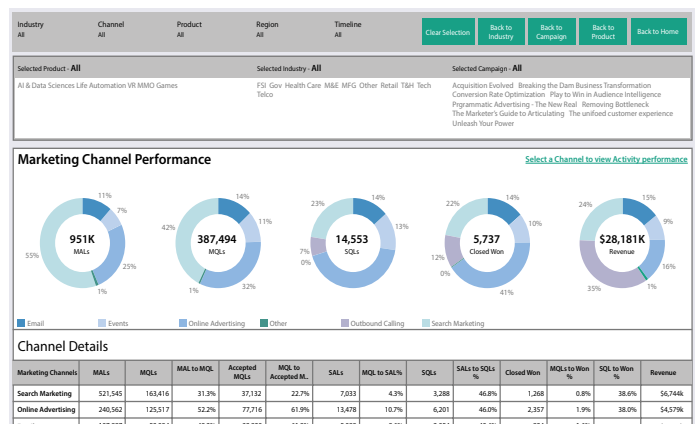
Measure user engagement and track usage statistics of your community

## A Closer Look at Dashboards

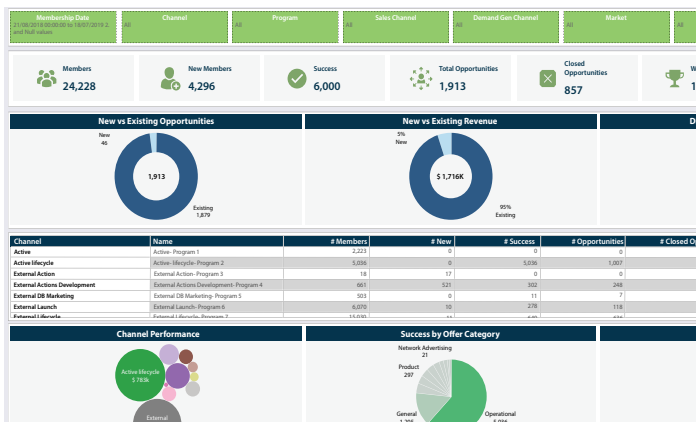
### Summary



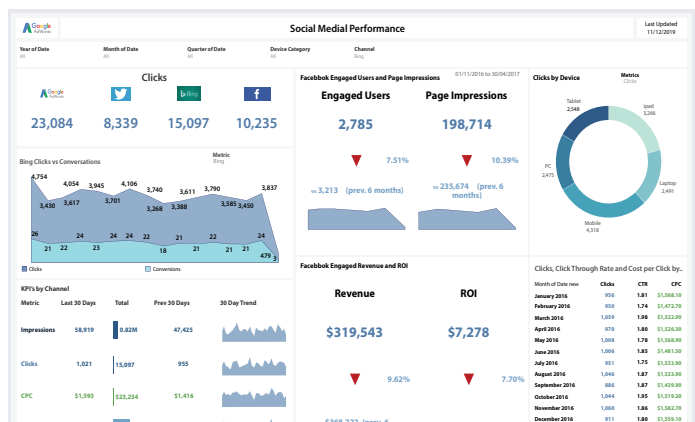
### Marketing Channel Performance



### Program Analytics



### Social Media Performance



## About Us

Grazitti Interactive, an Alteryx preferred & Tableau Alliance partner, specializes in ETL, data warehouse, data visualization, and machine learning for healthcare, online communities, customer success, finance, and marketing.

We have also developed 50+ connectors to help businesses integrate Alteryx with a range of platforms

Get in Touch

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