Grazitti Interactive®
Marketing for Digital Natives

Empowering Marketing Strategy With an Omnichannel Dashboard Solution

In the quest to chart the complete prospect journey, marketers face a common challenge - The fragmented landscape of marketing and sales tools. These tools often operate in isolation, piecing together a disjointed narrative of the customers' path from first touch to loyalty.

Enter Grazitti's Omnichannel Dashboard solution! In the fragmented sales and marketing terrain, it weaves disparate metrics and KPIs together from various platforms into one cohesive, accessible narrative.

This dashboard empowers marketing leaders with the clarity and agility needed for informed and strategic decision-making. Developed with a deep understanding of marketing needs, it provides a clear view into marketing operations, guiding leaders to craft resonant strategies and achieve tangible results.

Why Choose Grazitti's Omnichannel Dashboard Solution?

- **Strategic Impact:** Demonstrates marketing's contribution to business results, essential for budget justification and success.

- **Relevant Metrics:** Focuses on metrics that directly impact revenue and profitability, avoiding less meaningful vanity metrics.

- **Metric Categorie:**

    - **Pre-funnel Metrics:** Early indicators for revenue potential.
    - **Journey Analytics:** Insightful analysis from lead to revenue.
    - **Program Review:** Assesses campaign effectiveness and guides resource allocation.

- **Credibility and Alignment:** Aligns marketing with business goals, emphasizing revenue-driven decision-making.

Benefits of the Omnichannel Dashboard

- **Strategic Decision-Making:** Leverage advanced analytics for high-level insights into market trends and customer behaviors, crucial for shaping company-wide strategies and driving business growth.

- **Streamlined Marketing-Sales Symbiosis:** Ensure seamless integration of marketing and sales data across channels, aligning strategies to foster organizational coherence and enhance overall business performance.

- **Advanced Customer Journey Insights:** Utilize dynamic mapping of the customer journey to facilitate tailored, impactful marketing strategies, directly contributing to improved customer engagement and business success.

Leverage the Power of the Omnichannel Dashboard

Strategic Insights and Unified Dashboard	Customizable Features for Unique Needs	Continuous Support and Improvement

Technical Specifications

- **User-Centric Design:** A customizable and intuitive interface that caters to the unique needs of marketing professionals.

- **Robust Data Integration:** Seamlessly integrates with various data sources such as social media, CRMs, web analytics, and more, providing a comprehensive view of marketing metrics.

- **State-of-the-Art Security:** Ensures the highest level of data protection, safeguarding your strategic marketing information.

Why Choose Us

Technical Expertise	Creative Experience	Agile & Global Delivery	Commitment to Quality	Strategic Depth

About Us

A global digital services provider, Grazitti Interactive powers businesses of all sizes with data-driven decision support, dynamic digital marketing, enriched customer interactions, and engaged online communities. We enable businesses to make informed decisions with AI (Artificial Intelligence), analytics, cloud data warehousing, data migration, ETL, business intelligence, as well as data science solutions.