

The marketing technology landscape has evolved and marketers today are overwhelmed with available analytics tools and data sources to support their organizations' business goals. In addition to finding the right marketing analytics resources and technology for your business, you need to find the right vendor with the expertise to execute beyond your expectations.

Introducing Beyondsoft Marketing Analytics

Our approach is to collaborate with you in driving digital, predictive, and big data analytics for your marketing success. We accomplish this by performing an assessment to understand your position on the analytics maturity curve. This will help provide the roadmap to build the right objectives, deliver on execution and evolve your organization towards an analytics center of excellence.

Our Proprietary Accelerator for Predictive Analytics

Our predictive analytics technology is a proprietary machine learning engine that removes barriers and guides small to medium-sized companies to leverage advanced analytics. It is a software-as-a-service solution that can provide end-to-end predictive analytics while being cloud agnostic.

Key Use Cases



Recommendation Engine



Pattern Matching Algorithms



Decisioning System



Rapid Targeting & Personalization



Automated Workflow

Our Analytics Services



Data Curation

We can build your analytics foundation through the curation of omni-channel data. Our team of experts fill the roles of data architects, data stewards, data analysts, and data hygienists to ensure that you own and trust a robust dataset to power analytics.



Analysis & Reporting

Big data is ineffective without big insights, and we work to effectively tell your data's story in a way that can be consumed by business executives. Recurring reports are built with automation in mind to maximize efficiency, while our A/B testing experts validate and optimize key insights.



Predictive Analytics

From advanced scoring models to AI that features machine-learning algorithms, our data scientists can help personalize and optimize your experience to a broad range of customer profiles and anonymous visitors.



Technology Stack

With so many marketing analytics technologies available today, our mission is to remain tool agnostic while building a marketing technology stack that will be the best fit for your organization. We ensure that your data stream can reside on a robust platform and can be activated for consumption.

Client: Financial Services Organization
Redesigning An Analytics Implementation For Data-Driven Strategy

Challenges

This financial services client did not trust their data primarily because their Adobe Analytics implementation was not maintained for over seven years. Reports were either missing data or clearly had incorrect values. The client's digital marketing team was not analytics savvy. They needed experts to engage with them to help revamp the entire analytics program from scratch.

Solution

- Completed deep assessment of current implementation to understand the gaps
- Established KPIs to build measurement model around acquisition, behavior, and outcome
- Redesigned tag implementation approach to transition from hard-coding to dynamic context variables
- Standardized reporting to tailor to C-level, management, and operations

Benefits

This agile analytics solution empowers the business to configure and update data values to the right Adobe Analytics variables as needed. With a high degree of data integrity, analytics is now effectively utilized to power the digital experience.

Client: Automotive Manufacturer
Scoring Model Improves Sales Productivity and Customer Engagement

Challenges

In the automotive industry, a purchase occurs offsite at a dealership while the online experience generates leads to these dealerships. Without the connection of these two disparate data points, site personalization would be missing the formula to understand what content and features impact revenue.

Solution

- Integrated client's lead and sales management system to Adobe Analytics platform via a matching transaction ID
- Analyzed the purchase funnel of online visitors who have submitted leads and made a purchase
- Created a scoring model, based on successful purchase funnels, that will rank site functionality
- Built a mechanism to return scoring model results during a visit through a microservice

Benefits

This approach maximized our client's personalization experience through optimal journey mapping. By learning from our client's most successful visitors' engagement, a progressive scoring model is created to evaluate and tailor the site's experience for "lookalike" visitors.

About Beyondsoft

Beyondsoft has over 20 years' experience in helping our clients drive success in IT innovation. As a strategic IT partner to enterprise companies, we have over 9000 IT developers and business consultants across the world to solve business challenges with world-class IT solutions and processes.