Leading Platform for Marketing Performance Analytics

Marketing Performance Analytics (MPA) – 360°
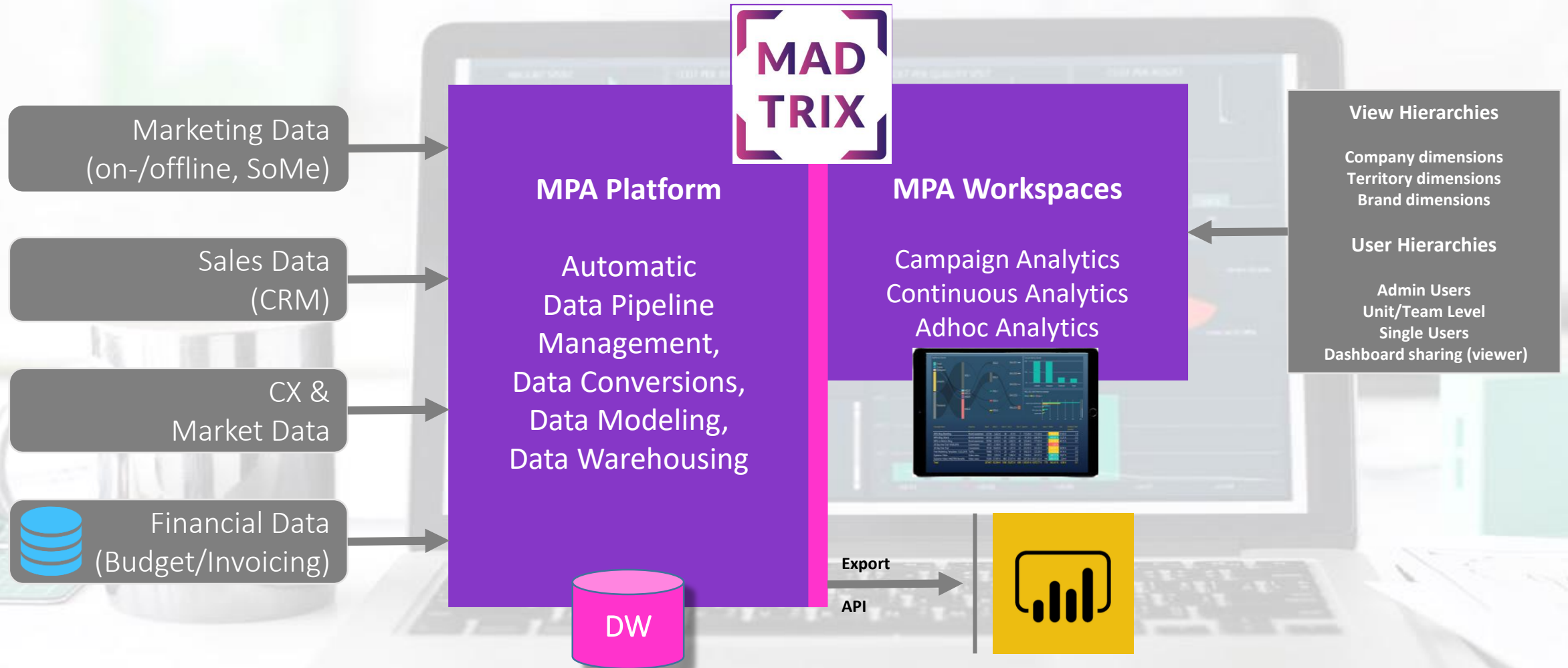

Customers

Markets

Business KPI's

Marketing Performance Influencers

Marketing Performance Data
- Marketing Data
- Sales Data
- Financial Data
- Markets & Industry Data
- Customer Experience Data

Marketing Performance Analytics

DW

MAD TRIX

SaaS Product for
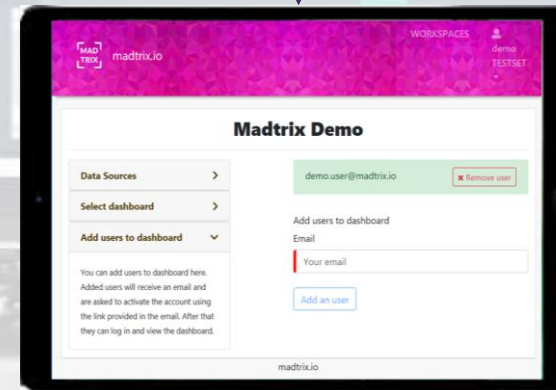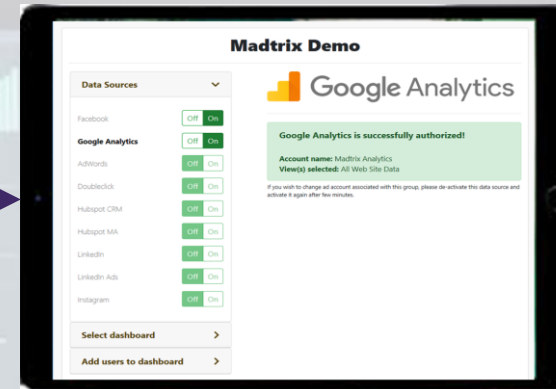Marketing Performance
Data Analytics

MAD TRIX
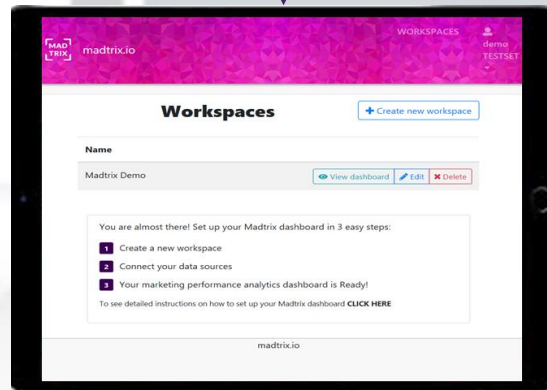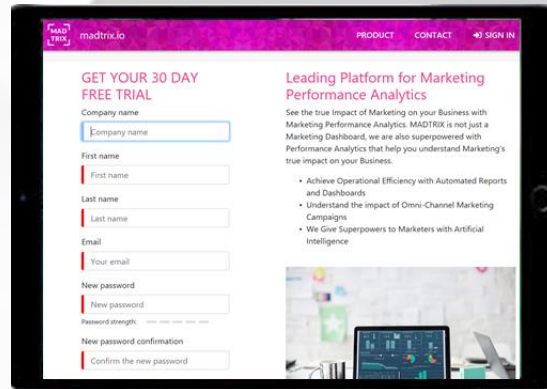
Madtrix MPA Solution Overview

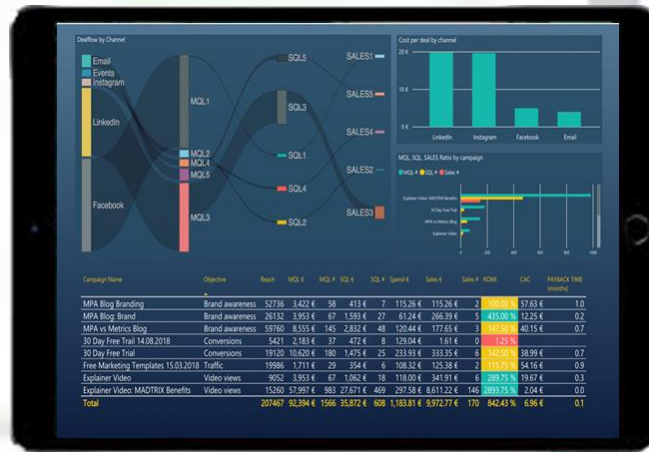# Solution Overview – Default Deployment

Go to madtrix.io and **subscribe!**

Connect Your data sources and select dashboards!

Create Your data analytics workspaces!

Add users and share Your dashboards Online!

Solution Overview – Visualization

Example1: Marketing2Revenue
(Marketing & CRM data combined)

Example2: Campaigns & Spend
Google Analytics, Google AdWords and
Facebook data combined

Example3: Sessions
Website sessions and traffic sources

You Are all Set!
Enjoy Your Realtime Marketing Performance Analytics!

Benefits

USER EXPERIENCE AND MORE VALUE

EFFICIENCY AND COST SAVINGS

- **Efficient Marketing & Sales Data Management**

  Madtrix does not just visualise data which is located elsewhere, it collects, models and stores the data. You have your Marketing data automatically consolidated in-house and in one place.

- **Increased Automation**

  With Madtrix you will have all your Marketing Performance relevant data automatically prepared for analyzing in realtime in any location. More accurate decision making with realtime analytics and time saving up to 100% in report preparation.

- **Tool for All Management Levels**

  Madtrix is not only about tactical metrics, it's about operational and strategic KPI's as well and thus revealing the true impact of marketing spending on your business.

- **Online Collaboration**

  Get rid of manual reporting. Madtrix offers real-time analytics with dashboard sharing amongst other users in your network.

- **Fast Deployment – Faster Results**

  Instead of having 100+ Days data analytics project, Madtrix offers understandable aggregated visions and success break-down instantly.

- **Attractive Business Case**

  Up to 90% working hour reduction in analysis process, improved end-user experience and advanced analytics drive financial success.

- **No Additional or Hidden Costs**

  Madtrix brings you visualization tools embedded for customisation and advanced calculations options without additional license costs. Also API re-configurations upon changes in source systems are included.

- **Connectivity to External Systems**

  Use Madtrix as-is or use it for collecting and structuring source data and integrate it to your existing BI solution with Madtrix Export API interface.

We make Marketing the #1 Asset in each Company