

SightN2™ for Omnichannel Marketing Analytics

Putting Your Marketing Dollars to Better Use

Nihilent's **SIGHTN2™ FOR OMNICHANNEL MARKETING ANALYTICS** provides marketers with breakthrough insights into the effectiveness of their marketing campaigns. Marketing analysts, managers and agencies now have access to previously hidden insights with easy-to-use dashboards, enabling strategic and tactical decision making for high impact digital marketing.

- Unlock & consolidate multi-channel data revealing hidden insights
- Expose campaign performance insights & customer behaviors, enabling precision marketing
- Empower agility with real-time analysis
- Maximize conversion & ROI

Solution Overview

SightN2™ for Omnichannel Marketing Analytics is a cloud based solution which integrates with your existing environments and marketing systems to bring together your disparate data sources including web traffic, paid media, social media, traditional media, CRM and sales to analyze your entire marketing performance. This holistic view gives you a single version of the truth that enables self-service analytics to drive impactful business decisions. Using Microsoft Power BI, our solution gives you powerful and easy-to-use dashboards and reports that are easily accessible by analysts, managers and executives. These rich visualizations and drill downs allow for intuitive root cause analysis to empower deeper analysis.

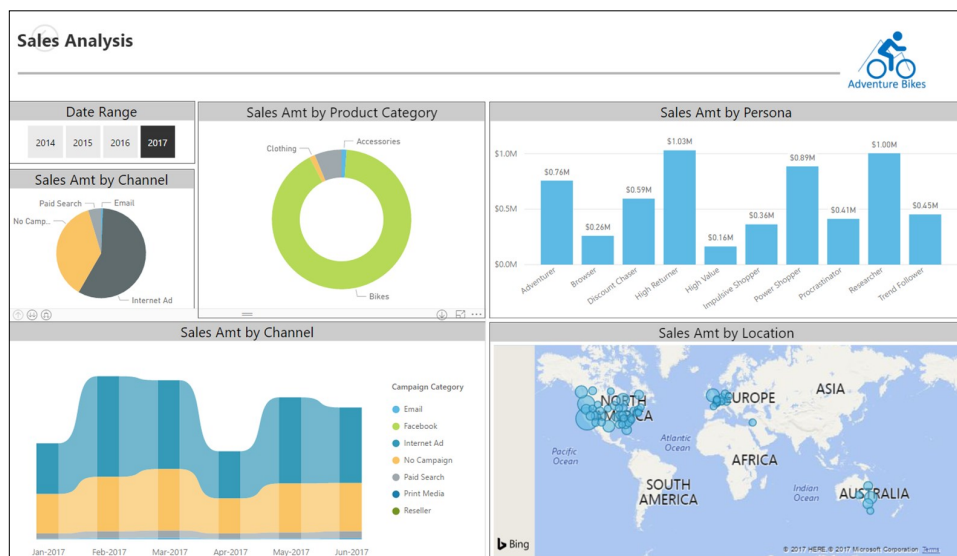


Image: SightN2™ for Omnichannel Marketing Analytics Dashboard

INTEROPERABILITY & RELIABILITY

- Available on Azure and capable of running stream analytics for near real-time analysis for digital data
- Out-of-the-box integration with leading online marketing tools and services, such as Google Analytics, Facebook, Twitter, Instagram, Webtrends, Azure Marketplace, Microsoft Dynamics 365, ExactTarget & more
- Leverages best-in-class Microsoft technology: Azure Data Factory, Azure Data Lake, Azure Data Warehouse, Azure Machine Learning, Power BI, Office 365, and Dynamics 365



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SightN2™ for Omnichannel Marketing Analytics

Pilot

To accelerate your growth, we are offering a [SightN2™ for Omnichannel Marketing Analytics Pilot](#). For \$15,000 you will get a solution in just 2-3 weeks that includes the following services and support:

- Omnichannel readiness assessment
- Understanding of marketing channels being used within your organization
- Configure solution and load data: Facebook, Instagram, Twitter and Google Analytics
- Mentor your analysts and subject matter experts on using Omnichannel solution
- 4 compelling dashboards across all devices
- Use of Omnichannel solution (including advanced analytics features) for 2 weeks with access for up to 5 users
- After trial period, you will have the option to purchase the solution

**Customer is responsible for Azure consumption usage in addition to the cost of the Pilot.*

Align Intelligence and Strategy with Advanced Analytics:

- Unlock and consolidate multi-channel data to reveal hidden insights
- Expose campaign performance insights and customer behaviors
- Know your customer with a 360° view enabling precision marketing
- Understand statistical significance of insights to impact business outcomes
- Powerful data visualizations not available with traditional BI
- Identify hidden business opportunities
- Empower agility with real-time analysis
- Understand your brand's social sentiment
- Maximize conversion and marketing ROI
- Help your marketing organization embrace a data-driven culture



PARTNER WITH NIHILENT

Nihilent is a leading services and solutions company with deep experience in data analytics and information management. Nihilent's effective data driven approach helps businesses understand and manage their customers more effectively and enable decision makers to drive business performance.

Contact Nihilent to learn more about SightN2™ Omnichannel Marketing Analytics

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