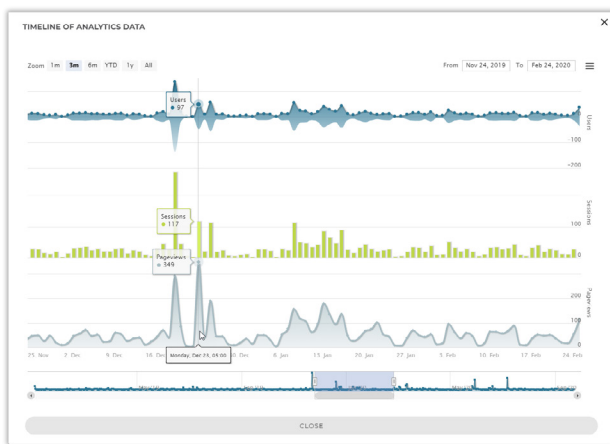


Solutions + Analytics

Real-Time Marketing Campaign Management

Standardized cross-channel campaign taxonomy, workflow management, and reporting

Minitab® provides enterprise marketing campaign management for marketing teams, with tools to centralize and scale campaign tracking setup, standardize cross-channel taxonomy, avoid data gaps with post-classification processes, and automated direct imports to Minitab® Statistical Software, Salford Predictive Modeler®, Adobe Analytics, Google Analytics, and other analytical and business intelligence tools.



Cross-channel Campaign Management

Easily access and merge data from all your critical marketing sources for comprehensive campaign evaluation using pre-built connectors.

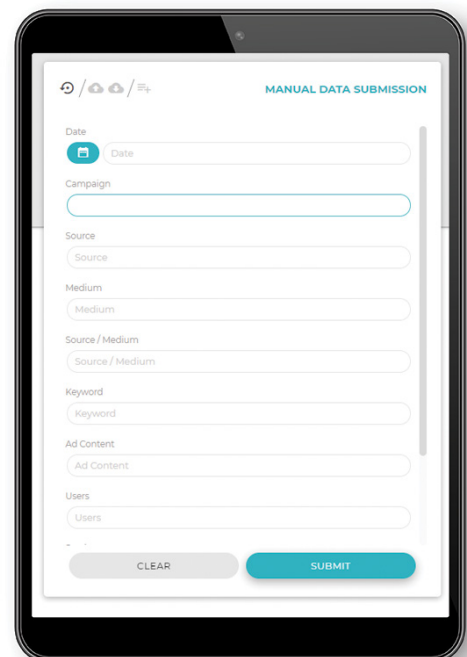
Analyze combined internal/external, online/off-line data for confident cross-channel attribution with self-service data-prep tools.

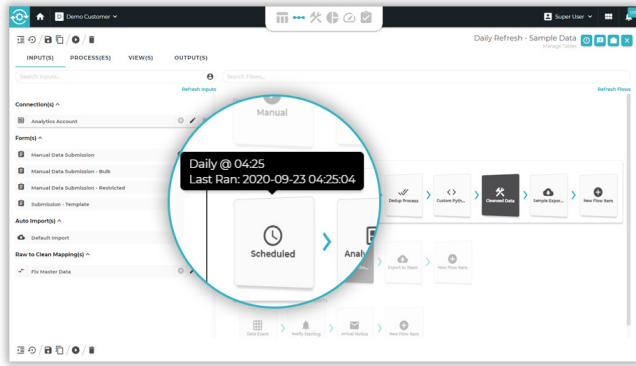
Flexible, Powerful Campaign Governance

Manage workflows with resources that allow teams to quickly create campaign tracking codes according to your established taxonomy and metadata, then automate the process of loading them into web analytics platforms.

Enable standardized, error-free campaign tracking setup with simple, powerful, customizable forms for centralized, direct data entry from any device.

Build custom campaign code submission forms that make it easy for users across the organization to submit and automatically receive accurate, validated tracking URLs.





Automation to Scale Campaign Setup Processes

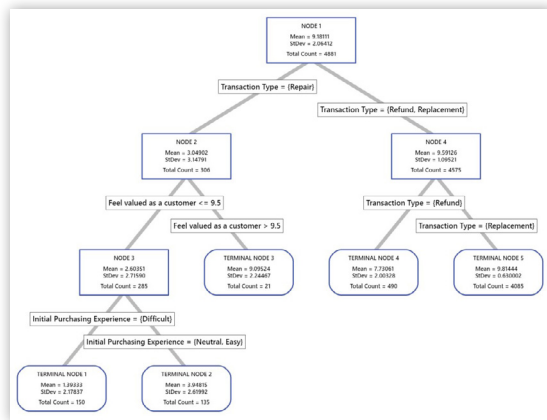
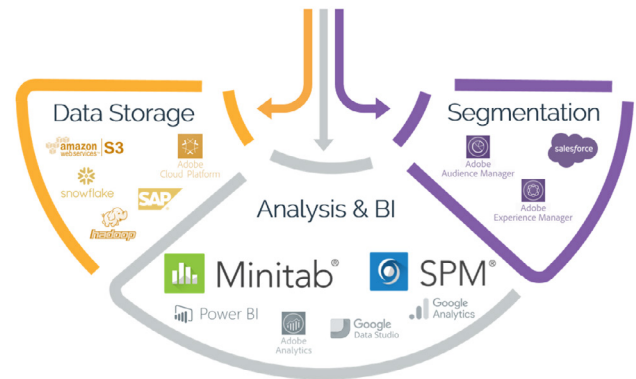
Move the marketing team beyond tedious manual work in spreadsheets and build efficiencies by automating process like large batch creation of tracking codes and URLs.

Avoid gaps in Adobe Analytics data if a campaign has already run with multiple options for post-classification processes.

Direct Delivery to Analytics and Reporting Tools

Seamless, one-click access to Minitab® Statistical Software enables uninterrupted delivery of prepped data for comprehensive analyses.

Clean, blended data can also be automatically loaded into your analytics, segmentation, marketing automation, data storage, and reporting tools with direct imports.



Optimize Digital Strategy with In-Depth Analysis

Enable strategic decision-making and planning by using Minitab® Statistical Software and Salford Predictive Modeler® to perform to perform segmentation and cluster analyses, decision tree algorithms, and predictive modeling.

Learn More and Access Our Solutions by Talking to Minitab® Today

Data Analysis



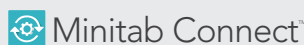
Powerful statistical software everyone can use

Online Stat Training



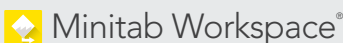
Master statistics and Minitab anywhere with online training

Data Transformation



Data access, automation, and governance for comprehensive insights

Visual Business Tools



Visual tools to ensure process and product excellence

Predictive Modeling



Machine learning and Predictive analytics software

Project Ideation & Execution



Start, track, manage, and execute innovation and improvement initiatives