

Elly Analytics



Beyond Pixels & Platforms
Real Experts Crafting Your Dashboards

Elly Analytics made by marketers for marketers

Founded in 2019 as a spin-off project based on the experience of a successful marketing agency since 2004 with over 100 professionals.

19 years of experience
of founders in marketing
and marketing analytics

100+ projects
in marketing analytics

30+ team members
at Elly Analytics

Clients

FlexPro
meals

Restaurants and Deliver, US

ORIFLAME
SWEDEN

E-commerce, Sweden

AQUAPHOR[®]
water filters

E-commerce, Europe

 **pressreader**[™]

Digital newspaper & magazine publishing and distribution, 12 million MAU

“ I recommend Elly to any company which doesn't have a single source of truth.



Glen Mitchel
Head of Growth

-30% Main paid channel CAC

Coding
Invaders

EdTech, India

 **Academia**
de Mudanças

EdTech, Brasil

BEDSCRUNCHIE

DTC, US

 **Dashly**

B2B software, US

OLYRA

DTC, US

borzo

B2B Delivery Service, India

 **Tranio**

Overseas property broker

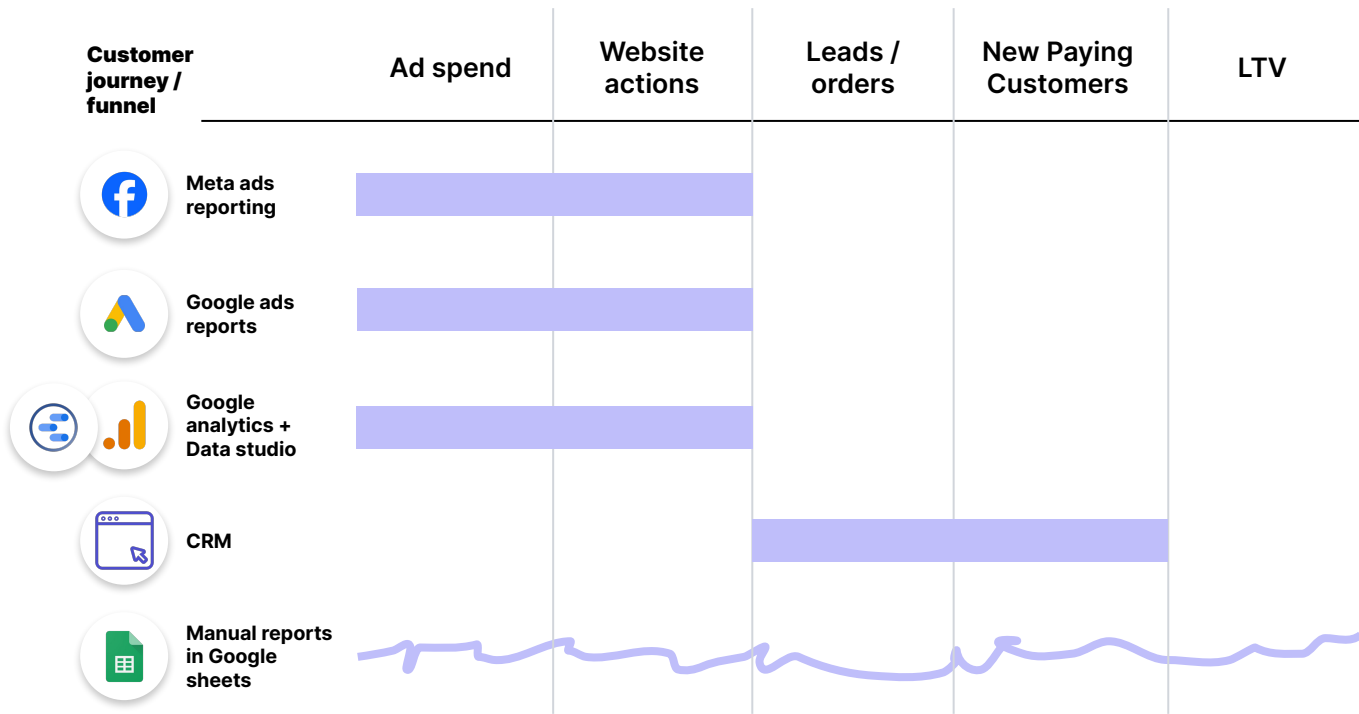
 **syncbox**

Online education courses

 **mindbox**

B2B software, US

Typical Challenges with Analytics



Current analytics is fragmented

Flowed attribution

Not granular

Viewing reports in different places

Manual and time consuming

Good news

**Elly can address
the challenges**



Elly Analytics

Provides Tech-Enabled Services

Professional team

Marketing analytics expert

Marketing BI specialist

Marketing data engineer

Developers



Reports that you can actually trust



Elly Cloud DWH

Data streaming

Data warehouse

Attribution

Visualisation

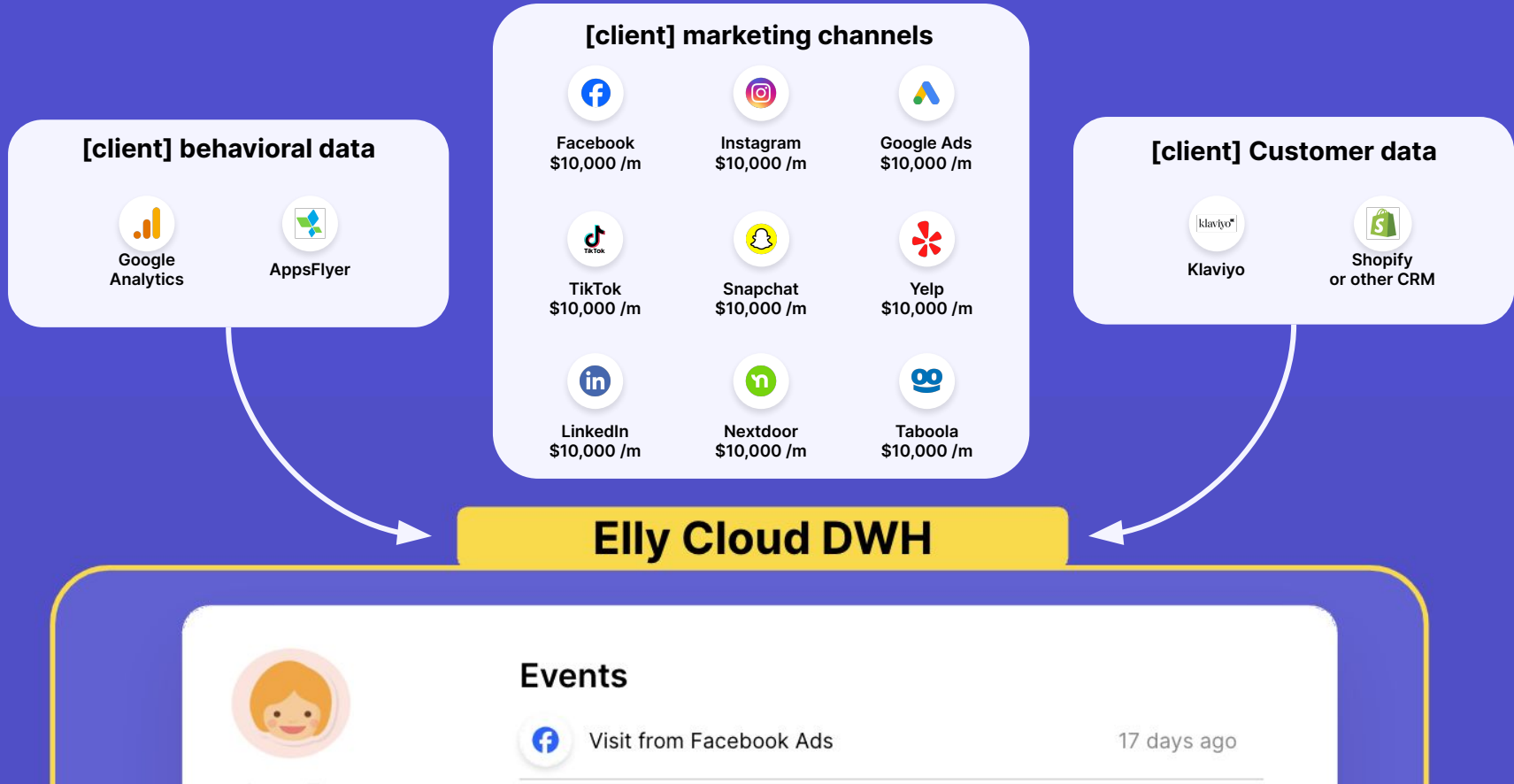
Microsoft Power BI

Source Group	Cost	GA Sessions	Cost per session	CR Sessions → Orders, %	Orders	Orders, \$	CPO	Canceled orders	CR Orders → Canceled, %	CR Sessions → Orders Forecast, %	Orders Forecast	Orders Forecast, \$	ROAS
Influencers	\$1,033,214	1,436,151	\$0.72	4.3%	61,120	\$4,589,857	\$17	18,952	31%	2.2%	30,996	\$2,401,909	98%
Mailings	\$96,597	1,068,635	\$0.09	3.1%	33,030	\$2,741,746	\$3	9,387	28%	2.0%	21,819	\$1,823,569	1510%
Partners	\$38,604	51,657	\$0.75	3.5%	1,810	\$147,204	\$21	579	32%	2.3%	1,193	\$96,722	114%
CPA	\$14,116	106,612	\$0.13	1.5%	1,640	\$136,335	\$9	416	25%	1.1%	1,178	\$97,971	495%
Bing Ads	\$12,681	68,315	\$0.19	2.1%	1,459	\$121,850	\$9	370	25%	1.4%	959	\$81,841	453%
Fb and Inst	\$4,104	413	\$9.94	0.7%	3	\$226	\$1,368	3	100%	0.0%	0	\$0	0%
CPC	\$3,099	24,794	\$0.12	0.0%	5	\$544	\$620	4	80%	0.0%	1	\$134	-96%
Google Ads	\$1,236	6,153	\$0.20	1.6%	97	\$6,083	\$13	15	15%	1.2%	74	\$4,668	213%
Cosmo	\$0	628	\$0.00	4.0%	25	\$1,449	\$0	3	12%	1.3%	8	\$461	
Referral	\$0	179,081	\$0.00	1.9%	1,281	\$729,340	\$0	840	26%	1.9%	1,227	\$104,613	

Implementation plan



Elly Analytics Architecture



Elly Cloud DWH

We build a complete view of each customer



Jane Foster
jf@email.com

Events

- Visit from Facebook Ads 17 days ago
- Visit from Google Organic 14 days ago
- Reach goal — testimonials page 14 days ago
- Signed up for the newsletter 14 days ago
- Visit from Google Ads (remarketing) 10 days ago
- Email opened 7 days ago
- New lead — contact form filled 7 days ago
- New payment — \$2,800 Today

First click

Last non-direct click for contact

Last ad click for lead

Last non-direct click for lead

And apply tailored attribution models

Microsoft Power BI

Source Group	Cost	GA Sessions	Cost per session	CR Sessions → Orders, %	Orders	Orders, \$	CPD	Canceled orders	CR Orders → Canceled, %	CR Sessions → Orders Forecast, %	Orders Forecast	Orders Forecast, \$	ROAS
Influencers	\$1,033,214	1,436,151	\$0.72	4.3%	61,120	\$4,589,857	\$17	18,952	31%	2.2%	30,996	\$2,401,909	98%
Mailings	\$96,597	1,068,635	\$0.09	3.1%	33,030	\$2,741,746	\$3	9,387	28%	2.0%	21,819	\$1,823,569	1510%
Partners	\$38,604	51,657	\$0.75	3.5%	1,810	\$147,204	\$21	579	32%	2.3%	1,193	\$96,722	114%

Elly Analytics Reports

Elly Cloud DWH

Full-funnel reports from ad spend to LTV forecast

Maximum granularity: Channel, Campaign, ad set, ad level

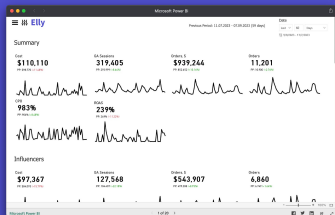
Best technically possible attribution model customized for your case

Trustworthy dashboards that serve as your single source of truth.

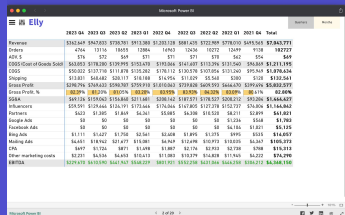
Try Demo Dashboards

Source Group	Cost	GA Sessions	Cost per session	CR Sessions → Orders, %	Orders	Orders, \$	CPO	Canceled orders	CR Orders → Canceled, %	CR Sessions → Orders Forecast, %	Orders Forecast	Orders Forecast, \$	ROAS
Influencers	\$1,033,214	1,436,151	\$0.72	4.3%	61,120	\$4,589,857	\$17	18,951	31%	2.2%	30,996	\$2,401,909	98%
Mailings	\$96,597	1,068,635	\$0.09	3.1%	33,030	\$2,741,746	\$3	9,387	28%	2.0%	21,819	\$1,823,569	1510%
Partners	\$38,636	51,657	\$0.75	3.5%	1,810	\$147,204	\$21	579	32%	2.3%	1,193	\$96,722	114%
CPA	\$14,053	106,612	\$0.13	1.5%	1,640	\$136,335	\$9	416	25%	1.1%	1,178	\$97,971	497%
Bing Ads	\$12,681	68,315	\$0.19	2.1%	1,459	\$121,850	\$9	370	25%	1.4%	959	\$81,841	453%
Fb and Inst	\$4,104	413	\$9.94	0.7%	3	\$226	\$1,368	3	100%	0.0%	0	\$0	0%
CPC	\$3,099	24,794	\$0.12	0.0%	5	\$544	\$620	4	80%	0.0%	1	\$134	-96%
Google Ads	\$1,236	6,153	\$0.20	1.6%	97	\$6,083	\$13	15	15%	1.2%	74	\$4,668	213%
Cosmo	\$0	628	\$0.00	4.0%	25	\$1,449	\$0	3	12%	1.3%	8	\$461	
Referral	\$0	179,991	\$0.00	1.9%	3,391	\$278,340	\$0	860	25%	1.3%	2,327	\$194,513	
SEO	\$0	254,389	\$0.00	1.7%	4,434	\$383,841	\$0	1,135	26%	1.2%	3,076	\$269,013	
SMM	\$0	111,449	\$0.00	2.6%	2,891	\$234,722	\$0	915	32%	1.6%	1,818	\$147,968	
TikTok	\$0	11	\$0.00										
Type-in	\$0	377,272	\$0.00	0.9%	3,354	\$283,008	\$0	769	23%	0.6%	2,110	\$181,500	
Unknown Source	\$0	8,541	\$0.00	3.4%	459	\$41,984	\$0	106	23%	3.7%	317	\$29,382	
CorporateOrders													
CPM													
Marketplaces					4,700	\$357,203		5	0%				
Total	\$1,203,620	3,695,011	\$0.33	3.2%	118,418	\$9,324,392	\$10	33,518	28%	1.8%	65,875	\$5,329,652	278%

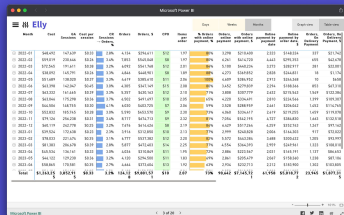
Elly Analytics: Other Reports



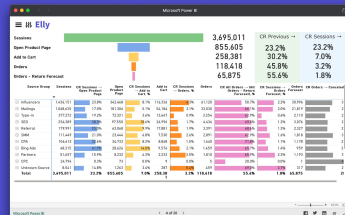
Morning coffee dashboards



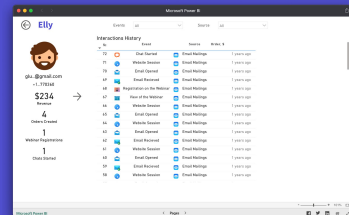
P&L



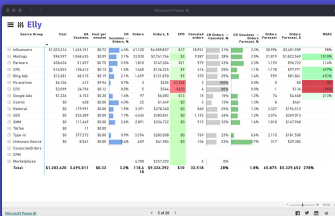
Dynamics



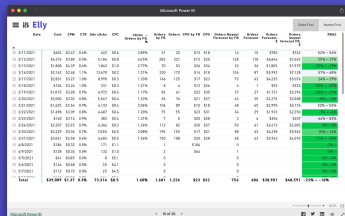
Funnel



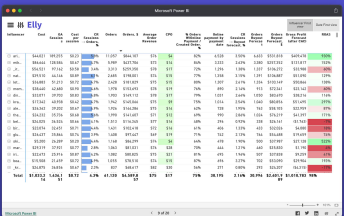
Interaction history



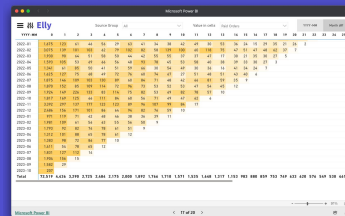
Channels



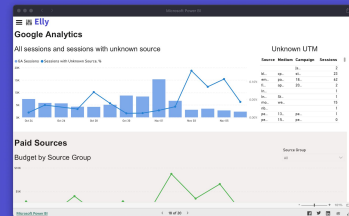
Facebook creatives



Influencers

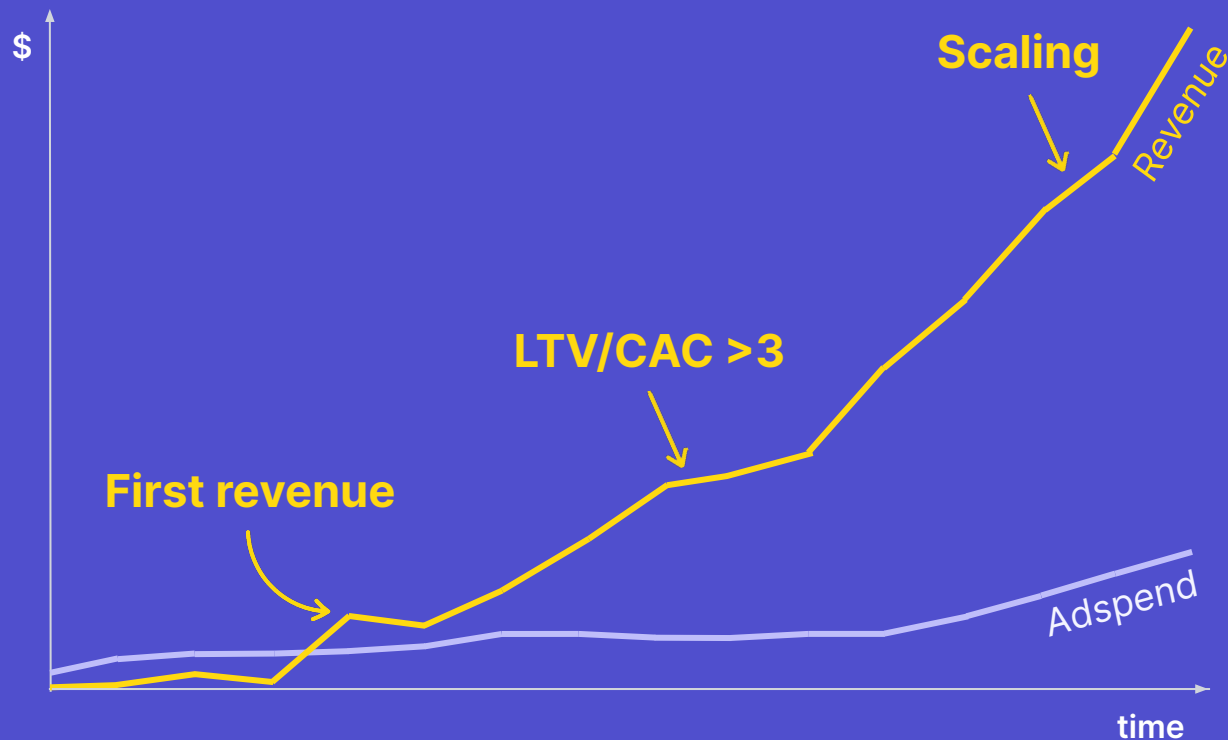


Cohorts



Data quality monitoring

Elly Enables **3x Faster Transition** from Tests to Scaling



Elly automates reports and reveals the true sources of new customers



-80% time spent on reports and analysis



Enables team to do 3x more tests per week

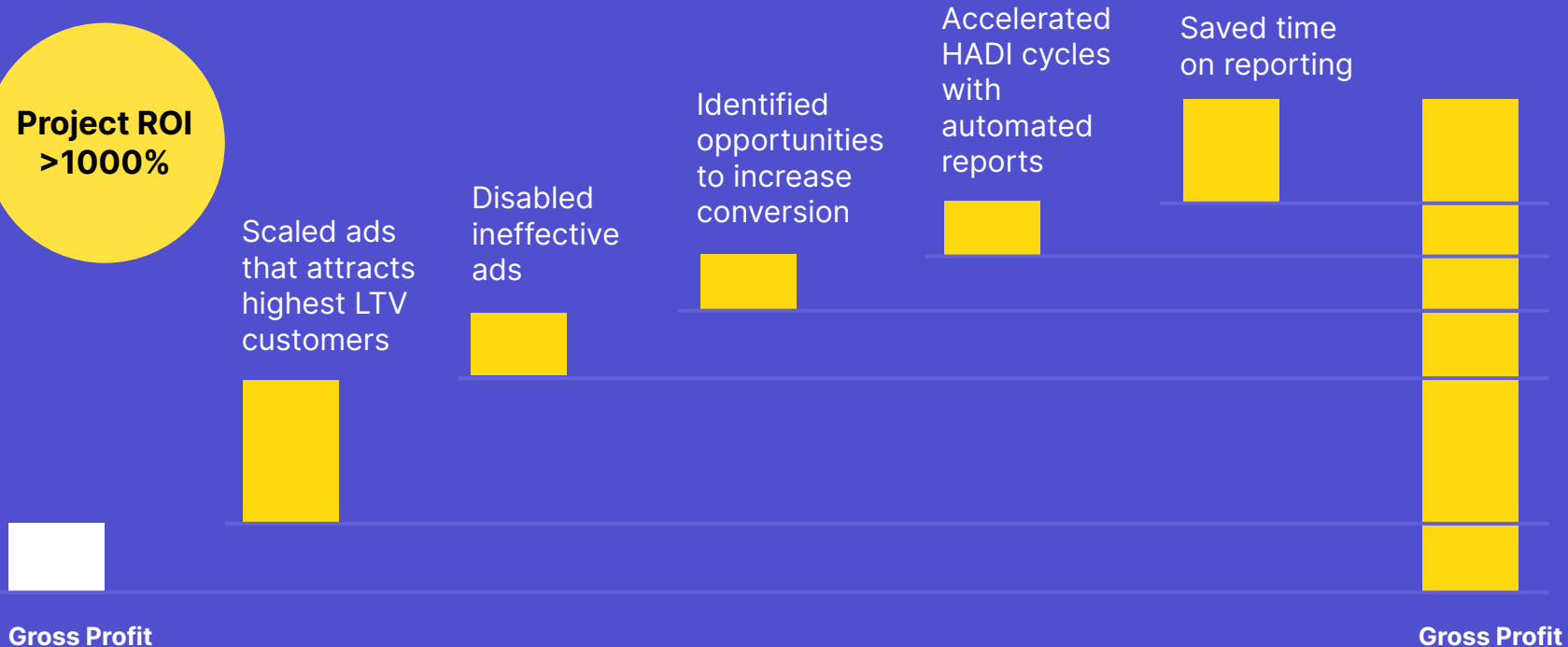


3x faster transition from test to scaling

The ROI of such a project is priceless

Elly Analytics enables **faster growth** of revenue and profit

**Project ROI
>1000%**



Our next steps

Step 1

One call where you guide us through all the data and reports



Step 2

One follow-up call to present the prototype of your reports



Step 3

Review proposal, pricing, timing and make a decision

