By aligning touchpoints with the interests of specific buyers and customers, they’re given a means to consistently and effectively engage with brands across online and offline channels, thus significantly reducing friction and increasing revenue and loyalty,” said Seth Dobbs, VP of Engineering at Bounteous.

“We’re taking the guesswork out of decision making

Insight-Driven Journeys

Introducing an analytics-driven approach to content delivery that improves engagement and your business results

In partnership with Google and Acquia, we help you make the most of your data to deliver personalized content and targeted marketing to the right audiences, at the right time.

Creating Insight-Driven Journeys using Acquia and Google Analytics will help you optimize your digital marketing spend by discovering who your audience members really are and identifying the real moments that matter to them.

To solve your challenges and achieve value, our solution encompasses:

- Platform Integration of Existing Portals and Systems
- Data Collection and Analysis
- Cross-Functional Messaging and Testing
- Insight Development and Journey Orchestration
- Content and Path Adaptation plus Personalization
- Turbocharged Engagement and Conversion
How Does It Work?
Using quantitative and qualitative analysis in combination with Acquia’s platform, we will take the guesswork out of decision making. We will align customer touchpoints to give them a means to consistently and effectively engage with you across channels, thus significantly reducing friction and increasing revenue and loyalty.

Know Your Community From Day One
We’ll develop an analytics strategy that will enable you to know how your prospective and existing customers are interacting with you and how successful they are in achieving their goals.

Left Brain, Right Brain Thinking
Bringing together quantitative and qualitative data is critical. We perform quantitative analysis against existing data to learn about the true personas and behavior patterns of those engaging with your brand to help identify the moments that really matter.

A Consolidated Platform Built to Last
Acquia enables enterprise-grade Drupal to support current and future demand along with a full suite of digital marketing tools, including Lift for personalization and Journey for omnichannel orchestration.

Why Does This Matter to You?
Personalization can seem daunting. We’re here to help create effective customer engagements at all stages of the journey. By using quantitative analysis, we help focus marketing spend and qualitative analysis on the areas that will really make a difference, delivering the right messages, at the right time, via the right channel. Discover the moments that truly matter in your customer’s journey and start driving conversions today!

We’re here to help you customize your organization’s digital experiences. Call us for a complimentary consultation with a member of our award-winning analytics team.

(877) 220-5862