"Jedox optimizes our ROMI, so I never lose sight of customers, campaigns, or markets."

Jedox for Marketing

The elevation of the digital marketer

Digitalization has transformed the marketing discipline. Data is now essential to marketing success. From classic outbound to social media and inbound, marketing analytics are core to understanding what drives profitable relationships, elevating campaign outcomes, and delighting your customers.

To target campaigns effectively, you must trace the journey of your potential buyers. Marketing data scattered through CRMs, web analytics, and social media, obscures insights on which actions build more profitable relationships with your customers.

Multidimensional marketing insight

Jedox provides a unified platform that empowers direct marketers, brand managers and marketing operations professionals with self-service planning, analytics, and reporting. Jedox unifies data from any internal and external source into one consistent model. Add new data sources on the fly with unique Data-driven Modelling.

Jedox's analytics-optimized architecture gives you real-time analysis over constantly shifting data. Use social media, data warehouse, and transactional data for a 360-view on each customer or contact. Segment better with drag-and-drop ease to help you identify, monitor and retain your most valuable customers. Because Jedox is easy to use, by starting today you turn the scalability and big-data capabilities into real-time insight for campaign success.
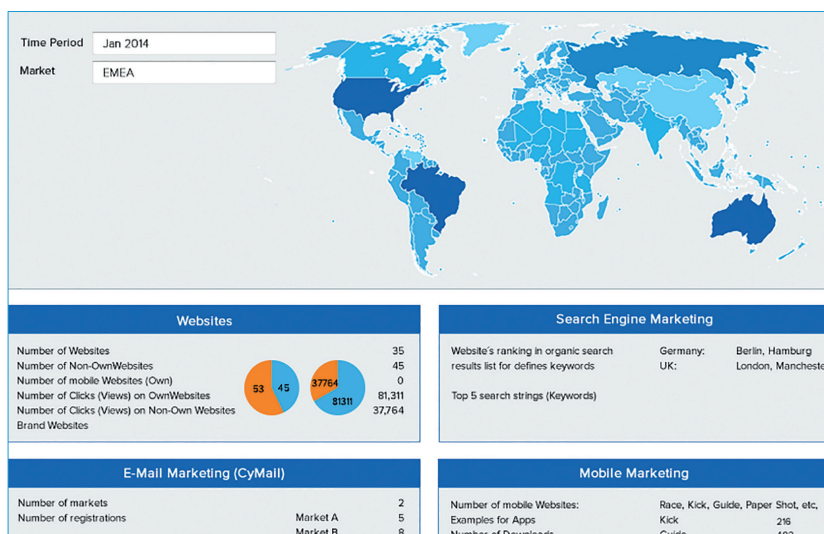
Challenges for Marketing

▶ Growing demand for ROI transparency and objectivity over marketing KPIs

▶ Multi-channel engagement (connected and empowered buyers)

▶ Transforming data volumes and complexity into customer insights

▶ Gaining market intelligence in highly competitive environments

▶ Reputation management and strengthening relationships

▶ Marketing to individuals instead of companies

"Jedox has transformed the speed, accuracy and ease that we capture and track KPIs, so we more effectively manage our global marketing campaigns."

(Kurt Buchleitner, Director of Marketing Efficiency and Segment Analysis, Western Union)

Marketing Solutions:

✓ Market intelligence
✓ Campaign forecasting
✓ Customer loyalty and retention management

✓ Competitor analysis
✓ Cost-per-lead analytics
✓ Web - Analytics

✓ Marketing ROI
✓ CRM Analytics
✓ Segmented customer, product, and channel sales-margin analytics

jedox.

| Time Period | Jan 2014 |
| Market | EMEA |

Websites		Search Engine Marketing		
Number of Websites	35	Website's ranking in organic search	Germany:	Berlin, Hamburg
Number of Non-OwnWebsites	45	results list for defines keywords	UK:	London, Manchester
Number of mobile Websites (Own)	0			
Number of Clicks (Views) on OwnWebsites	81,311	Top 5 search strings (Keywords)		
Number of Clicks (Views) on Non-Own Websites	37,764			
Brand Websites				

E-Mail Marketing (CyMail)			Mobile Marketing		
Number of markets		2	Number of mobile Websites:	Race, Kick, Guide, Paper Shot, etc,	
Number of registrations	Market A	5	Examples for Apps	Kick	216
	Market B	8	Number of Downloads	Guide	483

Online Marketing-Performance Analysis with Jedox

Predict what customers want

Smart Jedox forecasting tools make it easier to demonstrate marketing ROI on every campaign. Assess and quantify how marketing impacts sales outcomes by testing what-if assumptions against forecasts. Minimize risk through scenario simulations and predictive analytics. Use data to steadily close the gap between your internal market position and how your customers perceive you.

Easy data capture from any device mean your business users around the world enter market sentiment, survey responses, leading indicators and competitor information directly into Jedox. The powerful in-memory rules instantly calculate and consolidate KPI's to dashboards so you analyze and report by country and region. Use this data to forecast over any time-period to inform strategic and operational plans.

Communicate outcomes

Jedox works however you do. You don't need to learn new tools. Instead use Jedox interactively through MS Office and use your Excel skills to create reports in any format and ad-hoc analyses through the web and any mobile device. When communicating within your marketing team, to sales, customer service, to finance and executives, interactive visualizations tell the story behind the numbers and speak directly to your audience.

Learn more on www.jedox.com and discover Business-driven Intelligence for your organization.

Contact: Jedox AG

web: jedox.com
mail: info@jedox.com
blog: blog.jedox.com

Increase ROMI

Manage essentials
Eliminate manual data preparation and consolidation – focus on insights, not data gathering. Automatically combine CRM, social media, transactional data and data from any other source.

Budget efficiently
Increase your ROMI through planning, analysis, and spend management. Target and tailor your campaigns to gather insights from every interaction and take effective follow-up action.

Predict behaviour
Multidimensional and predictive analytics over extreme data volumes to optimize your market segmentation accuracy, improve relevancy, and lift revenue.

Use facts
Capture input from anywhere and complete targeted allocation of resources through KPI analysis to improve decision-making and campaign effectiveness.

Increase confidence
Manage risk and increase accountability through transparent data and workflow across teams, departments and enterprises.

Invest with a global-leader
More than 100,000 users in over 120 countries rely on Jedox. Bacardi, Canon Vodafone and Unilever trust Jedox. Invest in a solution that makes your marketing smarter.