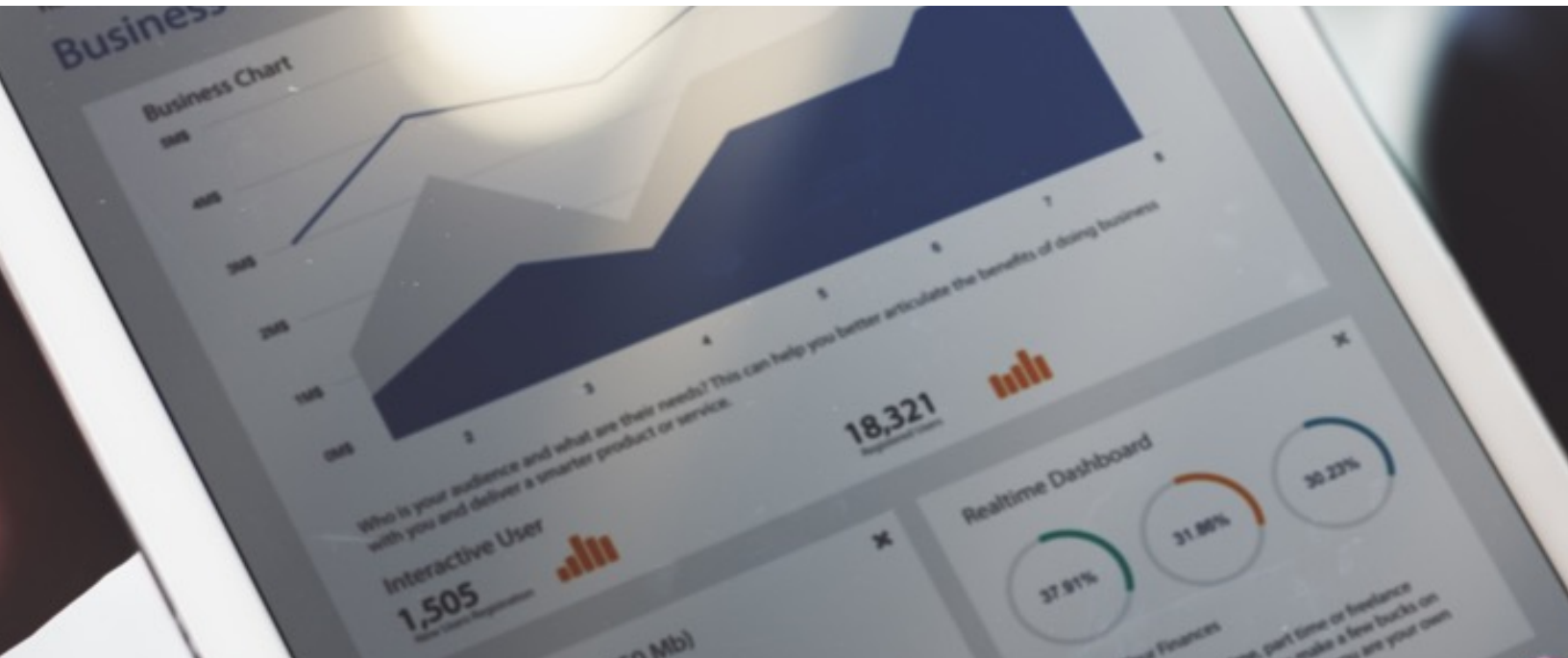


# Digital Insights & Dashboards



## Measure the Impact & Bring Your Data to Life.

Take Big Data to Big Impact. Our Insights|360 solution will take your program to the next level. Going beyond data integration, we work with you to establish a solid measurement program that is in alignment with your business goals and strategy.

We help you identify what data matters most, streamline the process of data integration, then create visually rich dashboards and data visualizations to enable you to socialize and share insights with your stakeholders.

**See our video demo by visiting [www.endeavormgmt.com/digitalinsights](http://www.endeavormgmt.com/digitalinsights)**

### Measurement Program

- Design Measurement Program
- Capture & Collect
- Transform & Analyze
- Share

### Augment With Market Insight

- Marketing Mix Model
- Segmentation Model
- Competitive Intelligence
- Touchpoint Performance
- Customer Experience
- Tactic Optimization
- A/B testing

### Integrate & Take Action

- CRM
- Marketing Automation
- Call Tracking/Dynamic #
- Email Marketing
- Earned Media Platforms

**Gelb**  
An Endeavor Management Company