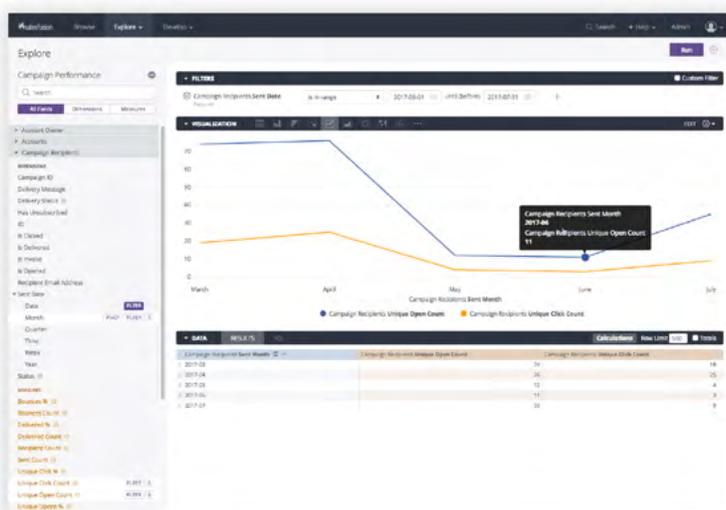
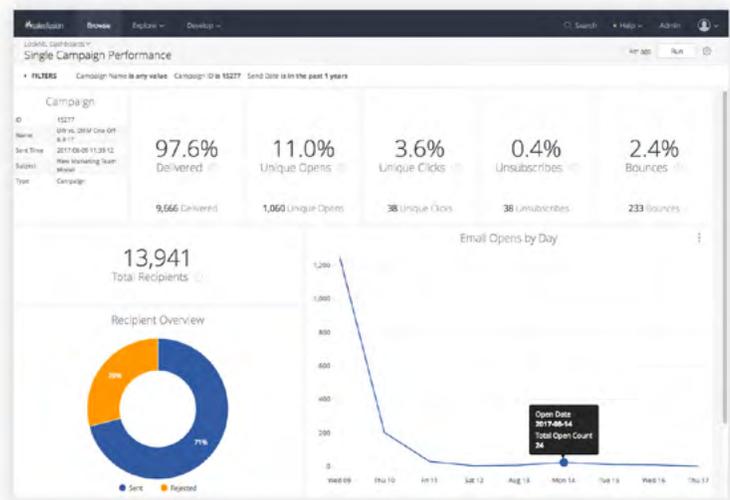


Empowering users to confidently put winning marketing campaigns into action and become data-driven marketers

Marketers need data, but data on its own can get very overwhelming and provide minimal value. The key to unlocking the true value of your data is **Advanced Analytics**. Salesfusion's Advanced Analytics suite uses a uniquely powerful analytics platform to give companies real-time insights to market more intelligently.

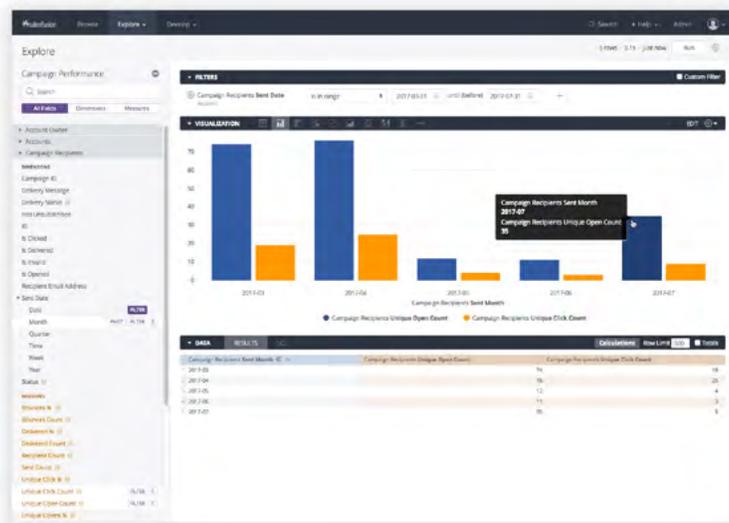
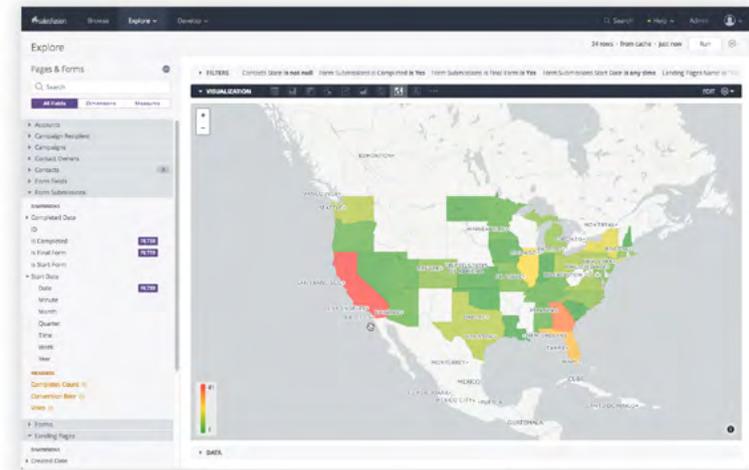
Key Features

- Fully **interactive dashboards** allow you to easily build and source data from any of your marketing initiatives. All dashboards are completely mobile responsive, giving you access anywhere, any time.



- The **custom reporting** enables users to pull any data set you'd like from marketing campaigns, pages and forms, scoring, etc. and filter reports and build your own tailored metrics, all using drag and drop, and point and click capabilities. You no longer have to be a data analyst to get powerful data and put it to use.

- The **visualization engine**, a powerful set of charting tools, is ultimately customizable and available in a variety of visualizations - bar and line graphs, area and pie charts, maps, funnel reports, etc. Users have the capacity to build high-quality charts that align visualizations to match brand standards.



- **Save, share and embed content** with your team and collaborate directly in the tool throughout the entire editing process. Users can also easily export and schedule delivery of completely customized reports or dashboards.



“ With the new Advanced Analytics tool, we’re able to leverage the technology to an even greater extent, creating interactive dashboards that give our team an in-depth look into our marketing efforts. Advanced Analytics makes the data meaningful and gives us the power to truly explore ways to help drive our business. ”

— Kelly Shermer
Marketing Director,
Pop! Promos