

AMASS Intelligence



Attain

Get people with experience on your side, so you can formulate your continuing plan as you collect information. That way your time is used efficiently. In other words, don't harvest the sugar yourself. Tap a sweet outside supplier with credibility and proven results.



Measure

We implement analytics to track all your marketing efforts on your website, mobile apps, and social presence. Data collection is performed via tracking of calls, URLs, products, contact form submissions, and downloads. Numbers are gathered from Facebook Insights and Analytics for Google, Twitter, Pinterest, and LinkedIn.



Analyze

With the data in hand, we now glean as much insight from it as we possibly can. We analyze your traffic sources; optimize your AdWords campaigns; put conversion tracking into place for each channel; and conduct user behavior analysis. By looking closely at how your brand interacts with users, we derive valuable insights.



Strategize

We plan for improved performance of your website and ads, optimizing each marketing campaign across platforms. As we conduct conversion rate optimization and leverage CRM best practices for stronger customer relationships, we bolster our understanding via A/B testing and experiments with content and AdWords. We embrace marketing automation tasks such as automatic bidding and programmatic advertising.



Succeed

We guide you toward ongoing sweet results, continually improving your approach and establishing your brand. Granular ROI reporting demonstrates forward progress, while tactics are fine-tuned to increase click-through and conversion rates, engagement, and lifetime customer value, resulting in decreased cost per acquisition. Mmm, now that's tasty!


cyberlicious
Digital Candy for Sweet Results