

# Analytics / BI / AI

Responsive Data Solutions Using Real-Time Personalization

Get to know your customers on a deeper level with analytics solutions that offer on-demand data insights into campaign performance, customer engagement, and other objective-driven KPIs to help you refine strategy and increase ROI.

## Analytics Service

Advance your personalization efforts with GeekHive's data analytics solutions that aggregate and analyze omnichannel behavioral data to help you better understand and communicate with each unique customer. Our Analytics Service leverages automated and predictive technologies to enhance the capabilities of your martech stack and reveal its full potential.

### Key Features

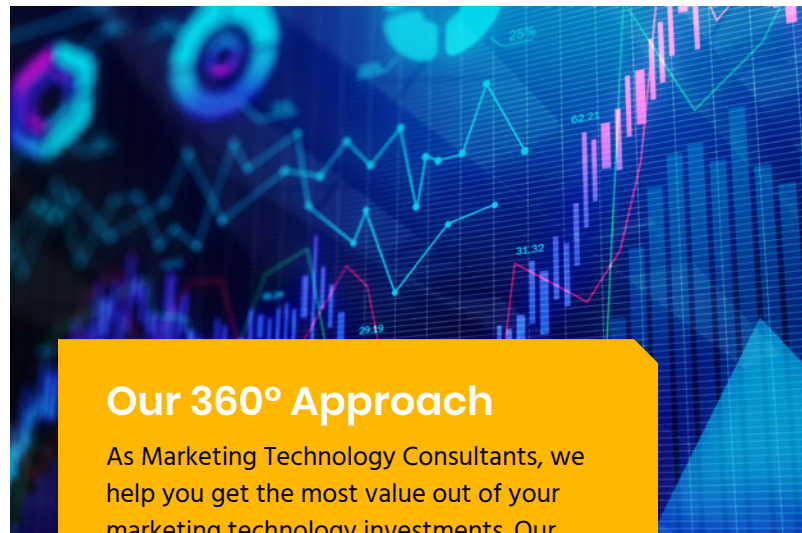
- Web Analytics
- Business Intelligence Tools
- Artificial Intelligence (AI)
- Machine Learning
- Predictive Analytics
- Feature Engineering

## Martech Solutions That Optimize the Customer Journey

Our data-driven analytics solutions provide you with the advanced tools and in-depth insights needed to optimize the efficacy of your marketing programs and deliver highly-engaging personalized experiences for your customers.

Our Analytics Service ensures that you stay ahead of the competition by advancing the capabilities of your martech stack with predictive analytics technologies, including:

- Business Intelligence
- Artificial Intelligence (AI)
- Machine Learning



## Our 360° Approach

As Marketing Technology Consultants, we help you get the most value out of your marketing technology investments. Our expert team views your martech stack from all angles to strategize and engineer the solutions that will best support your business objectives.

**Align Your Technologies** to orchestrate personalized end-to-end customer journeys

**Determine Campaign Efficacy** based on aggregated data results

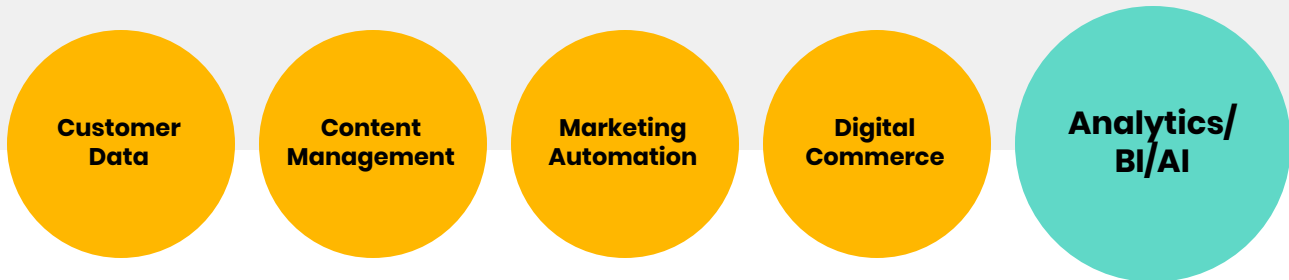
**Gain Customer Data Insights** to understand and anticipate behaviors and preferences

**Maximize Your Stack Value** to increase ROI and realize the full potential of your martech

**Deliver Better Experiences** to connect more intimately with your customers at every touchpoint

# The Five Pillars of Martech Enablement

We align your **Data Analytics** with the other 4 pillars of your martech stack through digitally integrated, data-driven technology solutions that deliver greater returns on your marketing technology investments.



## Leading Data Analytics Technologies



## Benefits of Analytics

### ✓ CREATE STRONGER CUSTOMER RELATIONSHIPS

Analytics tools observe the omnichannel interactions that your customers have with your brand to personalize the journey with customized recommendations.

### ✓ ANALYZE DATA ACROSS MARTECH CHANNELS

Advanced agile frameworks seamlessly integrate with other marketing technologies to enable multichannel data analysis and reporting.

### ✓ PROVE ROMI TO SENIOR MANAGEMENT

Business intelligence technologies give you the tools needed to compare, analyze, and act on data insights that inform marketing decisions.

### ✓ TRACK & MEASURE KPIS IN REAL-TIME

Customizable data displays enable key metrics to be monitored, measured, and analyzed for greater insights into customer behaviors and predicted actions.

### ✓ ANTICIPATE USER BEHAVIORS & PREFERENCES

Machine learning tools predict and respond to customer behaviors to further personalize the digital experience and build upon customer relationships.

### ✓ ENABLE REAL-TIME REPORTING & ANALYSIS

Cloud-based systems share data within the martech stack in real-time to guarantee accurate data capture, analysis, and reporting.

“I have no doubt that all the successful work we have done with GeekHive over the years was possible and enhanced greatly by working with such a fine team of people.”

— Digital Communications Manager, CHCF

### MARKETING TECHNOLOGY CONSULTANCY

We connect you, your technology, and your customers through objective-led solutions that help you get more out of your marketing technology investments..

Start Your Digital Transformation  
[geekhive.com/services](https://www.geekhive.com/services)

Talk to Us  
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