ANALYTICS ROADMAP EXAMPLE

VISIT ROADMAP TEMPLATE

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	ENABLE TOOLS FOR ANALYSTS	»	DATA INTEGRATIONS	»	AUTOMATION	»	PREDICTIVE & PRESCRIPTIVE
WJAT?	Enable tools to analyse the marketing strategy		Integrate available tools and data		Better segmentation market automation		Tools and marketing are working systematically
			Improve process of integration		Realtime data processed and made Realtime decisions		Have a data scientist working for you
WHY?	Track media performance		Perform A/B testing		Reduce cost or improve return over investment		Know and answer what's going to happen
	Analyse business needs and report		Multi-touch attribution reporting and tracking		Humans need to rely on computer more		