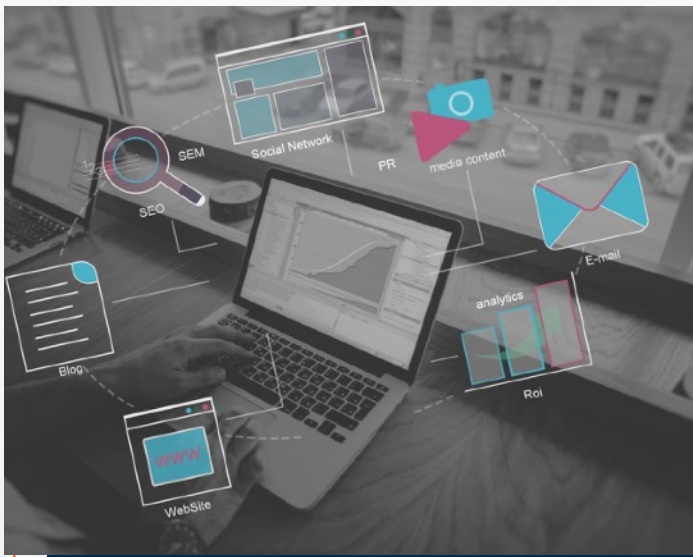


# The 4SightGPS Solution & Digital Marketing Firms

## Maximizing Your Client's Marketing ROI

The 4SightGPS framework and software solution provides the data and direction for digital marketing firms to maximize their client's marketing ROI.



### ***Benefits of Using 4SightGPS***

- Quantitative insights into the marketing/sales relationship and its connection to maximizing ROI.
- Ability to track, measure and analyze performance data and its impact on goal attainment.
- Evaluation of campaign milestones using real-time data.

## How 4SightGPS Can Help

Are you reaching your client's strategic marketing goals? Are the strategies and tactics you've implemented producing the results forecasted? For many digital marketing firms, these answers can be a guessing game. When you use 4SightGPS, there is no guessing.

This powerful framework and software solution creates an easy-to-follow interactive roadmap that analyzes performance data and provides direction and insight on the progress of your campaign. The comprehensive and strategic overview gives your clients the reassurance that their strategic goals are being met effectively and efficiently, maximizing their marketing ROI.

# Why 4SightGPS DMO?

## Alignment of Goals

As a digital marketing firm, every campaign initiative you develop must be aligned with your client's goals and objectives. With its comprehensive approach, the 4SightGPS framework and software solution streamlines this process. By connecting and analyzing data from various campaign sources, 4SightGPS provides you and your client the information and insight needed to check and maintain campaign progress and goal alignment.

## Tracking & Analyzing Data

4SightGPS tracks, measures, and analyzes performance data into a real-time interactive roadmap that identifies and correlates the individual and collective impact that campaigns have on achieving a client's overall strategic goal. This insight allows you to assess and adjust strategies to optimize goal attainment and maximize your client's marketing ROI.

## A Library of Information

Organizing and archiving performance data, 4SightGPS builds a library of resources correlating the effectiveness of strategic adjustments and midcourse corrections on the outcome of attaining your clients' goals. This feature can not only help you and your clients evaluate past campaigns but can also be used to guide, plan and align future initiatives.

## Dashboards for Reporting & Evaluation

Easy to use dashboards and evaluation reports gives your clients the ability to see and understand individual asset and platform performance, probability tracking of campaign goals, and forecasted impact on overall campaign success. Clients will know at every stage of the journey whether or not your plan is working to achieve their goals.



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### 4SightGPS & Digital Marketing Firms: Maximizing Your Client's ROI

With no complex charts, confusing spreadsheets, or numerous data points to analyze, the 4SightGPS framework and software solution creates an easy-to-follow visual roadmap that reveals and forecasts the trends behind the data so you and your client can invest time and resources with confidence knowing your efforts are maximizing ROI.

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## Key Use Cases



### MAXIMIZING ROI

Understand the relationship between marketing activities and sales. The 4SightGPS software enables the visualization of progress toward goals, informing decision-makers on the investments needed to reach goals.



### Digital Marketing

The 4SightGPS solution identifies & analyzes the factors that matter, enabling business owners to understand how digital marketing activities contribute to the attainment of sales goals.



### Account-Based Marketing

Successful Account-Based Marketing (ABM) hinges on the seamless connection between marketing and sales. 4SightGPS maximizes that connection by providing insight and direction for strategic adjustments.