

Elly Analytics

Elly Analytics specializes in delivering detailed marketing reports, enabling businesses to grow faster and more effectively. Instead of just aiming to increase leads or orders, Elly Analytics helps you focus your marketing efforts on acquiring high-LTV (Lifetime Value) customers.

How Does Elly Analytics Achieve This?

Elly provides a dedicated integration team that collects data from all your sources, including ad platforms, mailing systems, analytics platforms, and all types of CRM platforms, even custom ones. They ensure the accuracy and reliability of your data, stitch all the data together to correctly attribute leads, orders, and customers to the marketing channels that genuinely acquired them. After this, they set up their analytics platform and tailor reports for you that offer a complete and detailed overview of your marketing performance.

What You Will Be Able to Do with Those Reports:

More Revenue with the Same Ad Budget:

Elly Analytics' reports enable a strategic redistribution of your ad budget towards the most effective channels. The result? You invest the same amount but enjoy a significant uptick in revenue.

Scaling Your Marketing Efforts, Revenue, and Ultimately Business While Keeping High ROAS:

Elly Analytics helps pinpoint the channels delivering the highest return on ad spend (ROAS) so you can scale these efforts wisely. Expand your reach and revenue without compromising efficiency.

And Even More with Advanced Analytical Insights:

- **Funnel Analysis:** Use Elly Analytics reports to find and fix bottlenecks in your sales funnel. Addressing these key issues improves the customer journey, boosts conversions, and significantly reduces drop-off rates at each funnel stage.
- **Cohort Analysis:** Move away from focusing on short-term gains to understand the lifetime value of your customers. Our in-depth tracking of customer interactions, including repeat purchases, provides valuable insights into your most important customers, helping you decide where to focus your investments for the greatest returns.
- **Unified System Integration:** Elly Analytics does more than offer insights on website traffic. It provides a comprehensive view of all your customer attraction and retention efforts, including influencer marketing, email campaigns, push notifications, and sales calls. This cohesive approach ensures every marketing effort is accurately measured and optimized for maximum effectiveness.

Incorporating Elly Analytics into your marketing strategy gives you the tools to make data-driven decisions, leading to increased revenue and maximizing ROAS.