AUTOMATION

OF PLANNING, MONITORING AND ANALYSIS OF MARKETING PROCESSES AND COMPANIES EFFICIENCY

What is SEF?

SEF (Statistic Effective Funnel) is a cloud-based software product that is able to automate complex marketing processes and also allows business owners to determine which investments make sense to them.

What problem does SEF solve and how it is done?

In the CIS market in B2B / B2C, there are a number of critical issues that hamper the development of small and medium-sized businesses.

At the moment, the main problem is that in the search for potential customers on the Web, companies are spend huge budgets not only for inefficient, but also unprofitable marketing channels. The problem is aggravated by the fact that none of the employees can determine exactly which investments are converted into permanent sales and which ones are not.

What will the service bring you?

Strategy and goals

You will be able to clearly formulate and set objectives for achieving long-term goals of the enterprise, as well as determine their key performance indicators.

Strategy Research and Planning

Transform the strategy into a marketing plan with a revenue and expenditure part and get a convenient tool for media planning and job generation for employees.
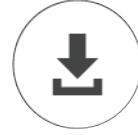
Marketing effectiveness

Track the current status and success of your marketing strategy. Act proactively before the occurrence of risks, having previously determined the success of initiatives and identified problem areas.

Attribution of value

Complete and integrate your analytics toolkit with attribution, which creates "the only source of truth".

Who will benefit from our service?

1

Business Owners

SEF will facilitate and accelerate the process of creating a marketing strategy for the enterprise, as well as optimize the setting of goals. Set executable tasks and monitor the success of their implementation using a chat bot, as well as intuitive reports, without being distracted by complex settings.

2

Marketing executives

For marketers, SEF will help to allocate budget funds to those channels that are truly profitable. Now you will be able to create the most accurate sales funnels and simulate the success of product economics, with better understanding of your customer's behavior and needs.

3

Agencies and specialists

With the help of SEF and its automated reporting, you can justify the value of the work performed before customers. The quality of technical tasks created for your specialists will increase significantly and will help to save time.

Supported Platforms

Google Analytics

Google AdWords

Google Tag Manager

Google Search Console

Яндекс Метрика

Битрикс24

Facebook Analytics

КИЇВСТАР

Data integrations

Fair Channel Value Assessment

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