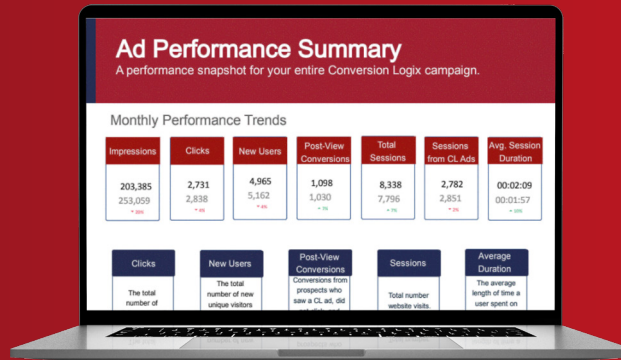


Quickly identify high-impact KPIs to unlock insights



How It Works

1 Conversion Logix captures your marketing campaign and lead activity data.

2 Ad campaign and lead generation data is displayed in a unified report detailing marketing sources and modules leads came from before converting.

3 Teams can rapidly leverage insights to optimize your marketing mix, lead capture strategies, and location targeting.

Benefits

- Leverage integrated multichannel reporting of ad campaign performance combined with lead generation activity to gain a holistic view of your total marketing performance and unlock new insights.
- Reach data-driven decisions faster with more concise and unified reports sent directly to your inbox. Quickly optimize campaigns with our improved monthly reports focusing on relevant KPIs that enable you to analyze campaigns at a glance.
- Master KPI definitions in the monthly report to gain greater insights into your campaign performance and educate stakeholders.

The Conversion Logix Difference

- By combining multi-channel ad performance with lead generation and attribution, we make it easier for clients to make real-time decisions about their campaigns with access to a live dashboard.
- We provide clients with access to a live dashboard and custom monthly and weekly reports to keep them informed of campaign performance and lead generation.
- Our account management team reviews reports with you every month, providing consultation and insights to ensure your goals are met while answering any questions you may have.

Features

- Improved monthly CL reports automatically pull in The Conversion Cloud Clarity reports and allow access 24/7 with a personalized live dashboard.
- Automatically receive weekly and monthly reports in your inbox. Add collaborators and stakeholders to the recipient list to streamline communication.
- Detailed definitions are built into each page of the monthly report to help clients understand relevant KPIs and campaign terminology.