

## 4SightGPS & Account-Based Marketing

Maximizing the Connection Between Marketing and Sales



Successful Account-Based Marketing (ABM) hinges on the seamless connection between marketing and sales. Marketing initiatives need to be focused and aligned with sales opportunities at every step of the campaign. Resources and messaging must be targeted on those accounts that are most likely to convert, helping an organization gain a competitive edge by maximizing its marketing ROI.

To do this efficiently and effectively, you must have a system in place that will not only quantify, track and analyze performance data but also provide insights and direction for strategic adjustments to keep marketing and sales aligned. *4SightGPS maximizes that connection.*

### The Value of 4SightGPS

Progress towards sales and marketing goals aren't always measurable using modern analytics so how do you know if your investments are working? With no complex charts, confusing spreadsheets, or numerous data points to analyze, 4SightGPS creates an easy-to-follow visual roadmap that reveals the trends behind the data so you can invest time and resources with confidence knowing your efforts will pay off as planned.

### How 4SightGPS Works

- Quantifies, tracks and analyzes performance data into a measurable roadmap for achieving goals
- Builds a library of data performance that correlates how strategic adjustments and midcourse corrections impacted goal attainment
- Harnesses relevant, real-time data into a visually friendly dashboard for reporting and evaluation

Tracks & Analyzes  
Data into a Roadmap



Builds a Library  
For Strategic Adjustments



Dashboard for  
Reporting & Evaluation



## Benefits of Using 4SightGPS

- Quantitative insights into the marketing/sales relationship and its connection to maximizing marketing ROI
- Ability to track, measure and analyze performance data and its individual and collective impact on achieving the overall goal
- Evaluation of campaign milestones using real-time performance data to learn from adjustments and optimize performance
- Simplified approach to show how your plan is working at every stage of the journey

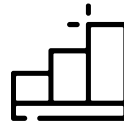
Maximize  
Marketing ROI



Track Data to  
Achieve Overall Goal



Evaluate  
Campaign Milestones



Easy-to-Use  
Dashboard



## Client Testimonial

“Directed Analytics did exceptional work managing multiple IT, eCommerce, and marketing projects with a high level of professionalism. They showed innovation and agility in adapting to project changes and overcoming unforeseen roadblocks. It was a wonderful experience to see their teamwork in action. I would strongly recommend them.”

- Hussain Shah, Subject Matter Expert – Digital Marketing, Mason Small Business Development Center (SBDC)

To schedule a demonstration to see how 4SightGPS can align and maximize the connection between marketing initiatives and sales opportunities, contact [da-sales@directedanalytics.com](mailto:da-sales@directedanalytics.com) or call (225) 892-4180.

4SightGPS is a proprietary software solution of Directed Analytics. Specializing in integrating people, processes, tools and technology, Directed Analytics offers a full range of consulting services and technical solutions to help organizations develop and implement systematic approaches to attaining goals.