

## 4SightGPS & Digital Marketing Firms

The Corner Piece to Your Marketing ROI Puzzle



As a digital marketing firm, to maximize a client's marketing ROI, you need to be able to connect all the dots. You need to see the big picture and understand how all of the pieces fit and work together to reach a client's goal.

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 insight and direction for strategic adjustments along the way - 4SightGPS is the corner piece to maximizing a client's marketing ROI puzzle.

### 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



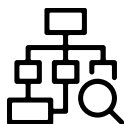
## Benefits of Using 4SightGPS

- 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
- Comprehensive management page with easy-to-use client dashboard
- Simplified approach to showing clients your plan is working at any stage of the journey

### Maximize Marketing ROI



### Track Data to Achieve Overall Goal



### Evaluate Campaign Milestones



### Easy-to-Use Client 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, Digital Marketing - Subject Matter Expert

To schedule a demonstration to see how 4SightGPS can maximize your clients' marketing ROI, contact [da-sales@directedanalytics.com](mailto:da-sales@directedanalytics.com) or call us at (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.*