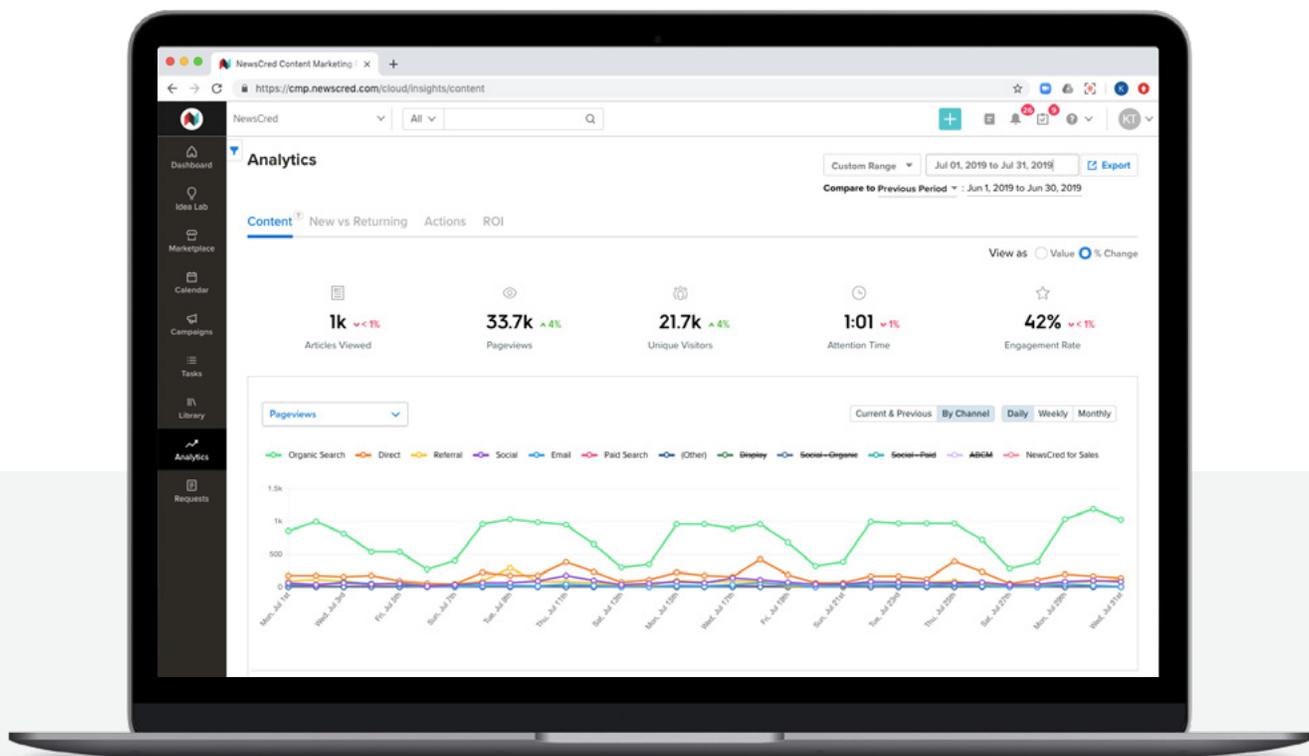


Analytics

Calculating the impact of money, time, and effort is critical for any investment.

Marketing campaigns and content are no exception. In today's performance-first era, the most successful campaigns marry the art of exceptional content creation with the science of measurable results.

Demonstrating those results, however, requires access to meaningful, accurate data that reflects the metrics that matter most to your business. This means using end-to-end analytics specifically designed to track the entire customer journey — so you can identify which channels drive the highest quality traffic, optimize your best-converting assets, and measure the influence your content has on pipeline and revenue.



✓ Our Solution

The Analytics module within the Welcome Marketing Orchestration Platform delivers unparalleled performance metrics that enable marketers to measure the full-funnel impact of content — from first-touch engagement to closed-won attribution — to optimize and accelerate the entire sales cycle.

Platforms with traditional analytics built on web page and URL performance provide an incomplete understanding of how audiences consume content. Welcome's proprietary Analytics are explicitly designed to measure true audience engagement, identify meaningful conversions, and quantify the influence your content has on pipeline and closed-won revenue.

Features

Content and Campaign Analytics

Assess the value of your content using proprietary behavioral metrics — attention time and engagement rate — that calculate how your audiences truly consume an asset. Granular visibility across topics, authors, formats, new or returning visitor type, or any other custom label, allows you to drill into individual assets to identify what's working, and refine what isn't.

Pipeline Analytics

Tie content directly to marketing KPIs by measuring and demonstrating impact on opportunities generated and pipeline influenced. Uncover hidden pain points in the prospect journey and accelerate buyers through the funnel with visibility into who is consuming what content, and when.

Action Analytics

Analyze the quality of your content and understand which pieces drive the most — and highest quality — actions on your website. Whether on a content webpage or an external domain, identify conversion points that measure the influence content has on an audience's behavior toward a purchase decision.

ROI Analytics

Connect content to revenue to show the value your initiative has on every stage of the customer journey — from the number of leads generated to influence on closed-won deals — with leading CRM and marketing automation integrations. Build a repeatable, cost-efficient content strategy based on a per-article breakout of how content influenced each deal.

Benefits

Make Informed Decisions

Make smarter decisions around your content strategy with unparalleled visibility into actionable, content-centric insights. Identify the topics, formats, and channels your audience engages with most, so you can publish more of what's working — and less of what isn't — to attract and convert a larger number of high-quality leads.

Report on End-to-End Metrics

Ensure you're reporting on the metrics that reflect how your organization works and align with your team's goals, whether that be driving brand awareness or generating sales pipeline. With access to end-to-end insights across the entire content journey — from visitor to lead to customer — your team can attribute the impact of your content on every stage of the sales cycle.

Accelerate the Buyer's Journey

Deliver the right content at the right time to nurture prospects through the marketing funnel with visibility into who is consuming what content and when for every opportunity or deal. Granular action-based insights allow teams to identify which content drives desired behaviors in each stage of the funnel to inform content strategy and optimize the customer journey.

Prove Content ROI

Gain complete, closed-loop content attribution, as well as a demonstrable measure of your program's success and ROI, by directly integrating with your existing marketing automation and CRM platforms. Show the impact your program has on the end-to-end marketing and sales funnel, and clearly measure the value your content has on growing the business.