

# From Fragmented to Insights

Speakers: Rob Miller & Ryan Street

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# Agenda

- Brief Intro of Rob Miller and Ryan Street
- 3 Critical Cross-Channel Actions for eCommerce Growth
- 5 Compelling Reasons for Leveraging Cross-Platform Analytics
- xceler8 Analytics Demo



# 3 Cross-Channel Actions

# 3 Critical Cross-Channel Actions for eCommerce Growth

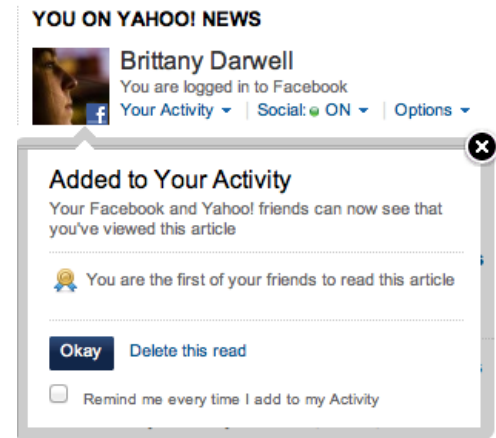
👉 Engage & understand customers across all channels

- ecommerce
- Online/social
- In-store

👉 Create an integrated customer experience

- Integrate technology (web, mobile, social, POS, and email)
- Integrate experience (digital, print, verbal)

👉 View customer data and interactions utilizing a cross channel analytics solution



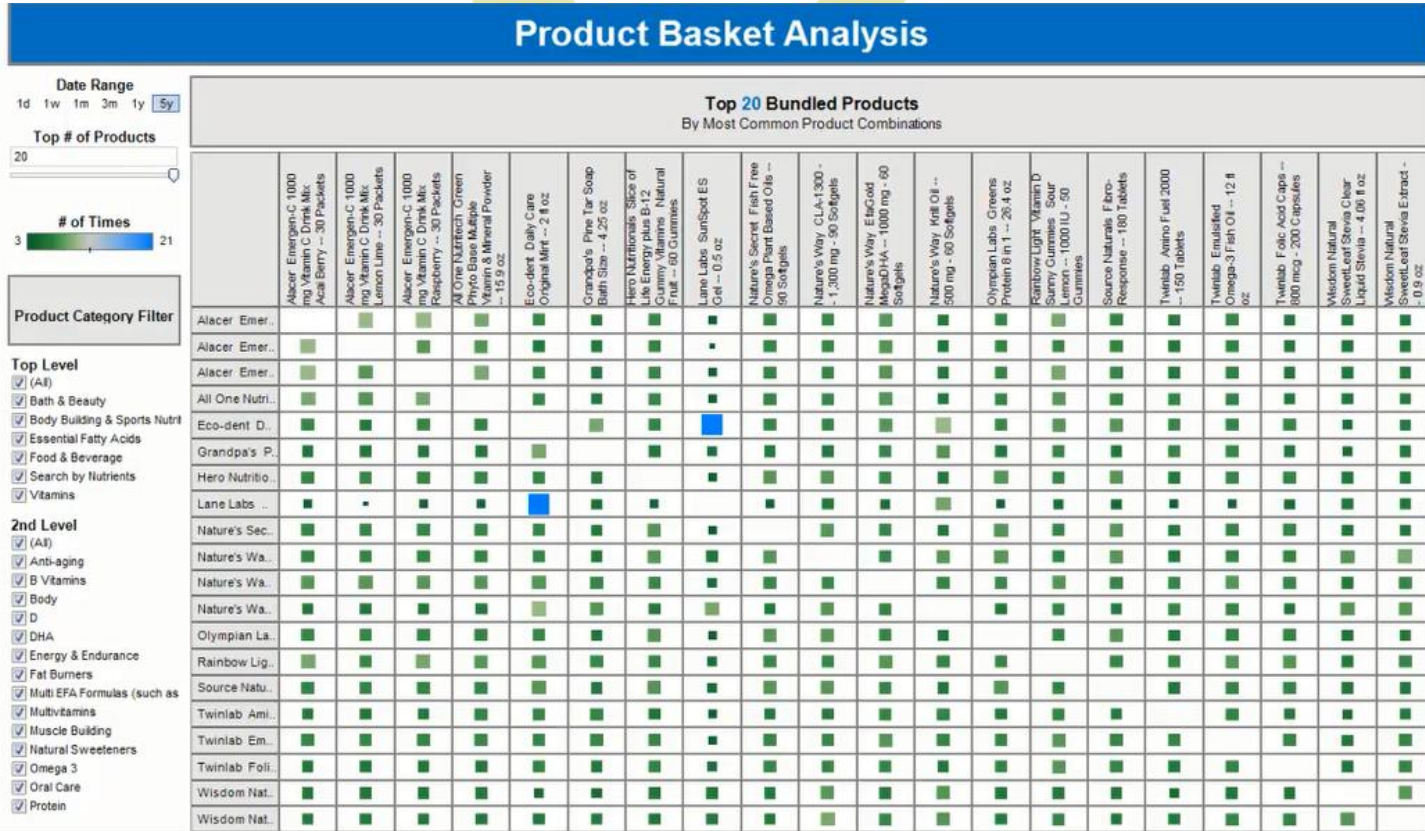
# Leverage Cross-Platform Analytics

# 5 Compelling Reasons for Leveraging Cross-Platform Analytics

- Deeper insights that more accurately reflect an integrated customer experience
- Data is no longer trapped in a lens or platform
- Truly understand the cost of acquiring and retaining customers
- Different data for different roles
- Full circle view of marketing campaigns



# Demo



# Questions?

## Key Takeaways



### 3 Cross Channel Actions

- Engage & Understand Customers Cross-Channel
- Create an Integrated Customer Experience
- View customer data and interactions utilizing a cross channel analytics solution.



### 5 Compelling Reasons to Leverage Cross Platform Analytics

- Deeper insights that more accurately reflect an integrated customer experience
- Data is no longer trapped in a lens or platform
- Truly understand the cost of acquiring and retaining customers, maximizing your wallet share
- Different data for different roles
- Full circle view of marketing campaigns







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