Infor Orbis Marketing Analytics

Overview

With Infor Orbis Marketing Analytics™, marketing departments of any size, anywhere in the world get a powerful, flexible, cloud-based marketing analytics platform that's accessible and available 24/7 from any web browser, iOS, or Android mobile device.

You'll be able to make fast, data-driven marketing decisions from wherever you are—in the conference room or coffee shop, home office or train. And you can easily track campaign performance and share feedback and results with colleagues in real time. Plus, you'll be able to generate attractive reports and even automate post-campaign reporting to show the ROI of your marketing efforts.

Feature focus

Put powerful marketing intelligence at your fingertips with Infor Orbis Marketing Analytics.

- **Available in all Infor Orbis MRM editions.** You get complete campaign analysis and mobile business intelligence that works with your MRM software.
- **Anywhere, anytime—on your favorite device.** Track campaign performance and marketing ROI online from your laptop or desktop, or tap into data and drill down to detail using your iPhone, iPad, or Android device.
- **Intuitive interactive dashboards.** Pull results from your campaign systems, sync them with targets, and produce meaningful and beautifully presented reports and charts. Slicing and dicing your data has never been easier or more enjoyable.

Benefits:

- Track campaign performance anytime, from anywhere.
- Analyze data easily with interactive dashboards.
- Get reports and alerts delivered directly to you.
- Spot geographic trends easily and visually.

- **Real-time alerts and reporting.** Stay on top of financials and know when external vendors deliver digital assets. You can have marketing performance reports emailed to you and alerts pushed to your phone or tablet, so you can act more quickly.
- **Instant sharing and collaboration.** Connect data and your team instantly. Facilitate discussions and use collective knowledge to invest smarter and avoid bottlenecks.
- **Data mapping.** More than 70% of your marketing results data has some kind of location component—making it vital that you can easily hone in on location-specific analytics. Fully integrated GIS mapping relates this data to your business, visualizing spatial and business intelligence data simultaneously.

Personalized interactive dashboards give you instant visibility into campaign performance.

Get more information

Learn more about Infor Orbis Marketing Analytics or request a demo. Visit:
http://www.orbisglobal.com/Marketing-Software/

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