



## FEATURE CALLOUT

- Out-of-the-box reports and dashboards
- Macro and micro insights
- Campaign comparison over time
- Detailed audience analysis
- Build your own dashboards
- Easily share reports

# ADVANCED ANALYTICS

## Overview

Marketing campaigns have become more sophisticated, but reporting hasn't always kept pace. Marketers still struggle with incomplete or poorly visualized basic reporting. Standard reporting is no longer enough – today's marketers need the ability to drill into campaign trends and explore how specific audiences are performing to see if their marketing strategies are working.

Cheetah Digital's Advanced Analytics not only visualizes your traditional campaign and audience metrics in beautifully detailed dashboards, it gives you a detailed view and uncovers trends that will help optimize your next campaign.

## Advanced Campaign Analytics

Cheetah Digital's out-of-the-box campaign reporting provides a detailed look into your campaign performance, including open and click rates, bounces, and unsubscribes, in both aggregate and unique counts. Engagement and delivery reporting provide granular insight into the metrics that matter most to the marketer. Rankings compare this campaign performance against others within the last 30 days so marketers have instant feedback into how well the campaigns stack up against the others.

Traditionally, it's been hard to track complex campaigns that contain multiple versions. Cheetah Digital solved this challenge with our advanced version reporting. We break down how each dynamic version of your campaign performs, allowing you to optimize future campaigns.

You can even discover further insights with our demographic reporting. Any value in your database can overlay the reporting, so if you want to compare performance based on gender or age, you can simply select the attribute and run the report. You can run reports to analyze any metric, including ML models such as cohorts or personas and you can filter even further by defined KPIs such as click, open, bounce, unsubscribe, or any attribute in the platform.

## Compare Campaigns Over Time

The same detailed look at a single instance of a campaign can be applied to multiple campaigns. You can filter by time frame and campaign type while applying the same attributes to get detailed insights regarding trends, including open and click rates over time.

