

ORÔS



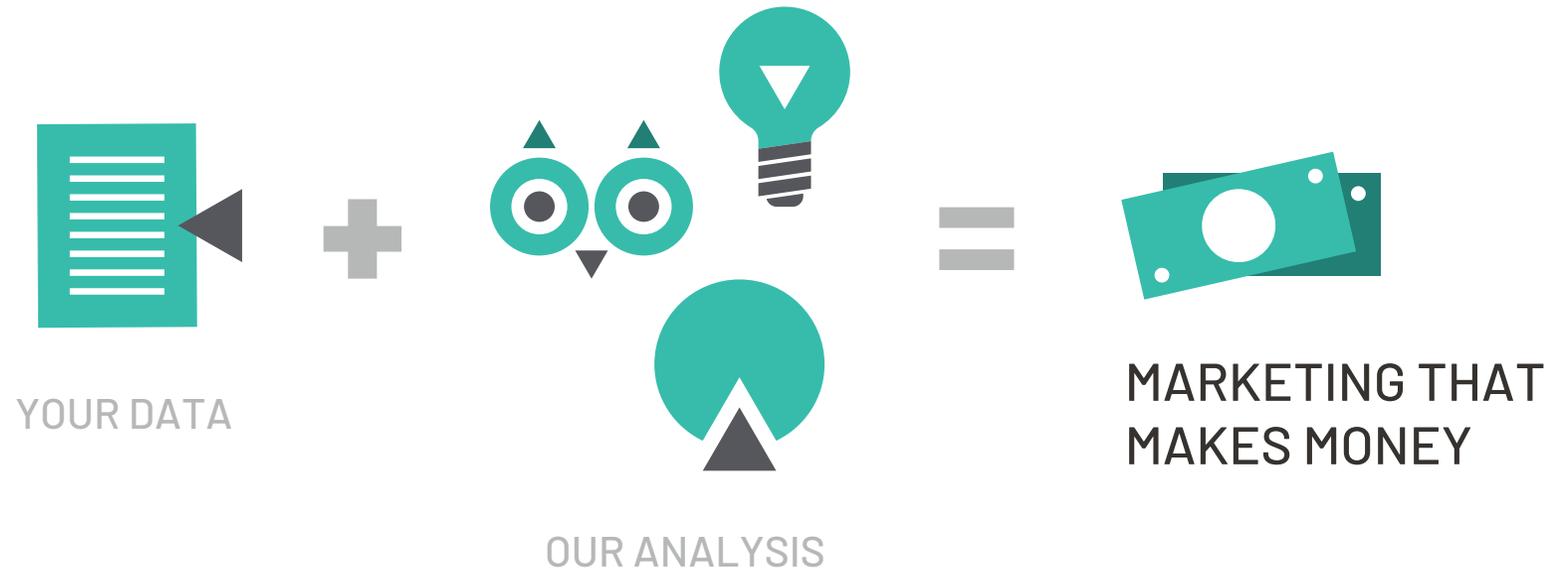
Jenny Herzberger



Kym Koch Thompson



Alan Herzberger



OUR VISION



WHO WE ARE

VISION STATEMENT



We provide a platform that makes your marketing data accessible and actionable.

MISSION STATEMENT



Empowering our users to make data-driven decisions and to prove the value of marketing efforts.

VALUE PROPOSITION



A human-centric approach to data unification, visualization and insights – built for marketers.

RETURN ON INVESTMENT is **hard to prove.**

RETURN ON INVESTMENT is **hard to prove.**

Is this campaign worth it?

ROI is **hard to prove.**
Is this campaign worth it?

**IF YOUR
MEASUREMENT
STRATEGY
DOESN'T
MATCH YOUR
MARKETING
STRATEGY...
YOU WILL
NEVER KNOW.**

Is the **MARKETING MONEY**
I spend making a **DIFFERENCE?**

Is the **MARKETING MONEY**
I spend making a **DIFFERENCE?**

***WE CAN
ANSWER THAT
QUESTION.***

HOW'D WE GET HERE?



Your Digital Video Repository

Search Videos

[Upload Your Videos](#)

nansheng : azlan : wereldband : ny : superbike : japan : sinceretheory : jozef : party : amazon : board : skate : buckley : shubs : falls : de : stockshot : cubbyhole : burnout : satellite : poughkeepsie : cruise : heritage : orgel : chin : themed : mill : music : new : live : to : farmer : mtv : quenbrouck : sicily : fairfield : musical : coffeehouse : bud : 2005 : trip : jfk : wordjes : death : xlanz : skill : olle : nature : ads : dance :

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Featured Videos

[>>> Watch More Videos](#)



[Denny's](#)

Added: June 14, 2005
by [jzjzjz](#)
Views: 86 | Comments: 1



[On top of the world!](#)

Added: May 3, 2005
by [laxrd](#)
Views: 82 | Comments: 0



[Father's Day Special](#)

Added: June 16, 2005
by [ATrain](#)
Views: 46 | Comments: 0



[Jingle en Joe](#)

Added: June 21, 2005
by [Lanc](#)
Views: 27 | Comments: 0



[River Otter in Central Park Zoo](#)

Added: June 28, 2005
by [IH](#)
Views: 6 | Comments: 0

The screenshot shows the Facebook profile of Scott Pearson. The header includes the Facebook logo and navigation links. The profile name is "Scott Pearson's Profile (This is you)" with the location "Scranton". The profile picture shows three men in suits. The "Information" section lists: Name: Scott Pearson, 85; Member Since: January 12, 2005; Last Update: February 3, 2005; Email: pearsons2@scranton.edu; Status: Alumnus/Alumna; Sex: Male; Year: 2004; Concentration: Computing Sciences, Mathematics; Phone: 570.499.4818; High School: Dunmore HS '00. The "Extended Info" section lists: Screenname: ScottiePP7; Looking For: Friendship, Dating, A Relationship, Random play, Whatever I can get; Interested In: Women; Relationship Status: Single; Political Views: Liberal; Interests: Drinking, Football, Basketball, Tennis, saying you'll have that.

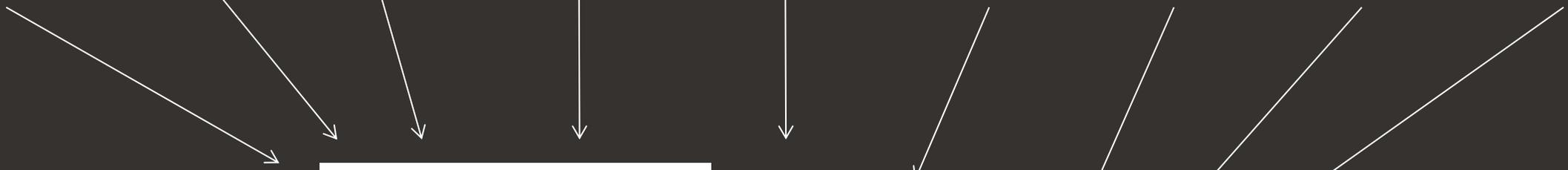
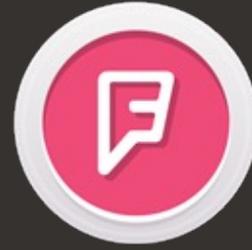


CLIENTS WANTED TO KNOW:

**WHAT'S MY ROI ON EMAIL?
WHAT'S MY ROI ON SOCIAL?**

THE BIG PROBLEM:

WE COULDN'T TELL THEM



Koch communications

Apr 30, 2016

Client Name
April 2016 Social Media Report

Compiled by: Jared Gallagher, Community Manager

PHONE: (402) 451-9888 | WEB: KochComm.com | TWITTER: @KochComm

Source

Unlikes

Apr 30

Demographic

Age

Gender

Location

Interests

Engagement Rate

4.36%

2.5%

0.95%

1.54%

0.47%

1.83%

3.03%

3.95%

1.3%

1.65%

747

623

78

Liked: Daily

Shared: Daily

Commented: Daily

Retweeted: Daily

Unliked: Daily

Unshared: Daily

Uncommented: Daily

Unretweeted: Daily

Unliked & Unshared: Daily

Unliked & Uncommented: Daily

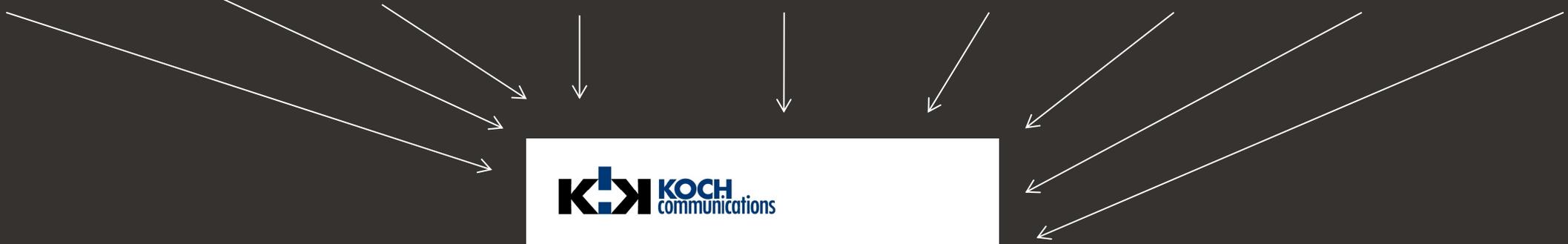
Unliked & Unretweeted: Daily

Unliked & Unshared & Uncommented: Daily

Unliked & Unshared & Unretweeted: Daily

Unliked & Uncommented & Unretweeted: Daily

Unliked & Unshared & Uncommented & Unretweeted: Daily



KX KOCH
communications

Client Name
April 2016 Social Media Report

Compiled by: Jared Gallagher, Community Manager

PHONE (903) 931-8668 WEB kochcomm.com TWITTER @kochcomm

WE STILL WEREN'T:

**1) CONNECTING OUR EFFORTS
TO CLIENT REVENUE**

**2) USING REAL-TIME DATA
TO ADJUST STRATEGIES**

**THE BEAUTY OF DIGITAL
LIES IN ITS MEASURABILITY.**

EXECUTIVE SUMMARY

Ecosystem Performance

During the month of December, our fans and followers across all platforms increased. A new Facebook strategy was implemented and the positive numbers reflect the success from that.

- 32,000 total website page views
- 34,61 Facebook likes & 4,719 Twitter followers

Content Performance

Some organic channels saw decreases (like direct and organic search), while marketing channels all saw increases (i.e. social, email). Display advertising has underperformed for the fifth straight month, while email continues to show that an increase in number of sends will produce higher consumption rates.



Client Report | December 2016

PLATFORM HIGHLIGHTS

WEBSITE:

- Website traffic saw a increase for the third consecutive month
- Downloads and video views rose 40% up
- Engagement between blog and website did see noticeable increases

BLOG:

- Blog traffic saw a slight increase with blog referral sources being down (social, organic search and direct)
- A Parent's Point of View continues to see growth in traffic from past months sources

SEARCH:

- Search queries related to keywords we bid for were up in December
- Display ads have been driving steady volume of engaged traffic traffic

SOCIAL:

- Facebook: December reported an increase in all metrics. This is due to a change in strategy that was implemented in December
- Twitter: This platform reports slight decreases for December. Lower numbers can be attributed to the holiday season. There was an increase in engagement for the month of December
- Instagram: This platform continues to see solid improvements

EMAIL:

- Email drove its largest amount of traffic in the last three months
- Email subscriber growth increased over the last three months

SITE PERFORMANCE - WEBSITE

	October	November	December	Avg. % Change Over 3 Months
Views	7,659	6,698	6,021	-16%
Unique Visitors	6,338	5,617	5,546	-14%
Avg. Time on Site	1:49 min	1:43 min	1:55 min	10%

* Average Time on Site: As page views go up, this number has a tendency to decrease. However, in the case of Hearing First, more people are visiting the website and staying on the site longer.

On Site Behavior	October	November	December	Avg. % Change Over 3 Months
Pageviews	15,719	15,099	16,000	2%
Entered Through Blog	33,685	35,191	47,676	18.5%
Moved From Website to Blog	3,181%	3,39%	3,56%	5.5%
Return Visits	3,303	3,111	2,460	-1%
Avg. Pages Per Visit	1.54	1.70	1.74	4.5%
Avg. Bounce Rate	77.27%	74.84%	71.41%	3.4%
Video Views	1,135	1,601	1,989	22.5%
Downloads	948	818*	551*	-10%

- Entered Through Blog:** This is the percentage of visitors that entered the Hearing First website by clicking the blog link. This will continue to increase as more people learn about the blog and visit regularly to see the new information.
- Moved Website to Blog:** These numbers reflect visitors that entered the website through the blog and then visited other parts of the website. This area is a reflection of how people use the hearing first website because there are too many variables, not taken into account.
- Average Pages per Visit:** As with average time on site, as page views go up, the number will decrease. It's the matter of how people use the internet and the numbers we show are all positive.
- Downloads:** Downloads have increased significantly as page views have increased. You are working on a strategy to increase the number of downloads every month.

*October and November decrease in downloads is due to decrease in downloadable PDFs.

SITE PERFORMANCE - WEBSITE

Traffic Source	October	November	December	Avg. % Change Over 3 Months
Direct	1,227	1,370	1,689	14%
Social	1,241	1,035	1,289	4.5%
Email	72	143	112	34.5%
Referral	263	246	381	25.5%
Organic Search	1,233	1,412	1,061	-1%
SEM & Display	3,397	5,599	4,232	24.5%

- Referral Traffic:** Other websites and blogs that have linked to Hearing First, and a lot of our content. This is a great indicator of appeal, but an important metric to monitor. The referral will go up during months when Tasha and Wendy start speaking engagements or public affairs.

SITE PERFORMANCE - BLOG

	October	November	December	Avg. % Change Over 3 Months
Total Blog Views	7,550	7,560	7,261	1.4%
Avg. Bounce Rate	61.13%	60.25%	62.41%	0%
Avg. Time On Site	2:49 min	2:43 min	2:26 min	4.5%

* A good average time per page for a website is 30 to 40 seconds. The industry average is 2.3 minutes. So a measurement of 2:26 minutes is exceptional.

Traffic Sources	October	November	December	Avg. % Change Over 3 Months
Direct	639	545	548	9%
Social	1,229	1,296	105	-1%
Email	86	74	237	103%
Referral	1,410	787	1,117	-1.5%
Organic Search	677	696	734	-4.5%

*The increases seen across all traffic sources are reflective of the increase in blog views. Also, as more people learn about Hearing First and visit the blog part of our site, the Direct traffic source will continue to increase significantly.

Most Engaged Content	Pageviews
Live, Love, LSL: A Parent's Point of View*	3,340
Winter Songs for Language and Literacy	909
Top Five Gifts for Baby	363
Hearing First Parents Community	264
Craving the GR of LSL	265
Blog Homepage	227
A New Take on Learning to Listen Sounds	201
Alphas Review 2016	169
LSL By The Season: Winter Songs Library	158
LSL: The Maglar Holiday Part 1	128

*This blog was promoted with display and SEM, making the page view number significantly higher than the other blog.

MEDIA CONSUMPTION

Most Popular Videos	Clicked Play	25%	50%	75%	100%
An Active LSL Life	42	23	23	23	14
Ears are the Door to the Brain	31	14	12	12	12
Continuing Conversations	28	24	24	20	19
A Phenomenal Reader	24	16	16	8	4
In Their Own Words	24	20	20	16	10
What Does LSL Mean to You?	24	17	12	12	2
You Never Was Our Best	22	16	16	11	2
Going The Distance	21	16	16	16	11
The Audiology Fruit and the String Bean	18	16	16	14	10
What Do You Remember?	14	12	12	12	9

Red numbers indicate a significant drop in viewing. These videos should be optimized if important information is being missed. Significant drops in viewing are common when some aspect of the video content is driving drop-offs.

Most Popular Downloads	Downloads
Winter Song Cards	96
Learning to Listen Sounds	92
LSL: Day by Day: Silly Song	94
Music Moments	42
Powering Potential	23
Craving Baby's Brain	18
Seven & Eighteen Checklists	11
LSL: Day by Day - Going New Places	11

Red numbers indicate a significant drop in viewing. These videos should be optimized if important information is being missed. Significant drops in viewing are common when some aspect of the video content is driving drop-offs.

12 of media based (non-commerce related) conversion actions (watching video, newsletter sign-up, downloads, etc.) industry averages lower around 2.5%.

*For downloads include in the month's outbound strategy (which would include social, email, SEM and blog).

PAID SEARCH AND DISPLAY PERFORMANCE

	October	November	December	Avg. % Change Over 3 Months
Clicks	4,058	4,544	3,751	4%
Impressions	997,700	1,048,510	843,154	-4%
Avg. Position	1.0	1.0	1.0	0%
CPC	\$1.63	\$1.65	\$1.87	7.1%
CTR	40%	44%	44%	

Keyword	Impressions	CTR	Clicks	Avg. Position
Hearing in children	27,635	1.50%	551	1.1
Children hearing loss	2,223	1.21%	27	1.6
Hearing impairment in children	1,170	2.44%	29	1.3
Hearing impaired children	637	2.20%	22	1.1
Children with hearing impairment	736	1.63%	12	1.2
Google Ad Network*	843,154	0.44%	3,751	1.0

These leads to keyword bidding, landing page optimization and minimum bids, all were contributing factors to increasing the quality score which allowed us to show up across more search terms. This led to a larger base of impressions and clicks than in previous months. While average position and CTR decreased, overall it was within an acceptable threshold. Advertisers in CPC means Hearing First is paying less for clicks which is a positive.

*We spent the highest performing text ad from Google Adwords and expand that to Google's Extended Ad Network to display on sites that are relevant to users across Google's network.

SOCIAL MEDIA PERFORMANCE

	October	November	December	Avg. % Change Over 3 Months
Facebook				
Fans	21,576	21,542	20,485	7%
Posts	24	23	25	4.5%
Engagements	6,060	5,163	5,772	6%
Total Impressions	381,090	366,836	278,000	-6.5%
Avg. Engagement Rate	1.31%	1.11%	2.28%	39%
Clicks	1,227	1,412	1,061	33%
Avg. Click Through Rate	0.32%	0.38%	0.58%	35%

20 - 30 Facebook posts per month is the recommended cadence. We will continue this cadence through the next quarter and new adjustments to B2C content based on conferences, various campaigns and events.

	October	November	December	Avg. % Change Over 3 Months
Twitter				
Followers	3,991	4,448	4,719	12.5%
Posts	43	37	28	18.5%
Engagements	463	418	333	17.5%
Total Impressions	17,455	16,400	15,945	4.5%
Avg. Engagement Rate	2.62%	2.55%	1.75%	20.5%
Link Clicks	81	60	52	19%
Avg. Click Through Rate	46%	31%	27%	22%
URL Shares	6	1	7	29%

These increases in metrics on Twitter can be attributed to engaging content with linking calls to action to encourage the follow click on the links in the tweets.

SOCIAL MEDIA PERFORMANCE

	October	November	December	Avg. % Change Over 3 Months
LinkedIn				
Followers	279	278	260	1.6%
Engagements	225	138	287	27.5%
Total Reach	25,511	25,034	21,067	-8.45%

Even though LinkedIn is not the focus of the current social strategy, the metrics are all positive and slowly trending in the right direction. We expect these metrics to continue to increase with the launch and implementation of Professional Community.

	October	November	December	Avg. % Change Over 3 Months
Instagram				
Followers	341	421	471	17%
Followers Gained	216	80	50	8.5%
Total Media Published	23	18	20	-2%
Links	373	400	407	8.1%
Comments	4	12	21	17%

SOCIAL MEDIA PERFORMANCE PAID

	October	November	December	Avg. % Change Over 3 Months
Facebook - Page Ads				
Cost	\$2,699.70	\$3,300.00	\$2,996.02	
Reach	139,704	96,102	82,624	-4%
Impressions	222,341	66,672	136,963	18.5%
Clicks	4,360	4,299	2,625	-16%
Cost Per Click	\$0.77	\$0.75	\$1.10	22%
People Taking Action	3,367	3,850	2,026	16.5%
Click Through Rate	2.683	3.849	1.288	12%

People Taking Action: The number of unique people who took an action such as liking your Page or installing your app as a result of your ad. For example, if the same person likes and comments on a post, they will be counted as 1 unique person.

	October	November	December	Avg. % Change Over 3 Months
Twitter - Follower Ads & Promoted Tweets				
Cost	\$2,020	\$2,000.88	\$1,846.75	
Impressions	183,309	226,817	188,576	3.2%
Engagements	1,945	768	2,845	36%
Followers	389	559	314	32%

CAMPAIGN REPORTING

WINTER SONGS 2016

Social	Cost
Cost	\$416.76
Cost	14
Total Impressions	26,380
Engagements	1,470
Engagement Rate	5.57%

TOP 5 GIFTS

Social	Cost
Cost	\$925
Cost	11
Total Impressions	13,803
Engagements	1,115
Engagement Rate	8.51%

GIVING THE GIFT

Social	Cost
Cost	\$925
Cost	11
Total Impressions	13,803
Engagements	1,115
Engagement Rate	8.51%

JOY IN THE JOURNEY

Social	Cost
Cost	\$390
Cost	6
Total Impressions	12,426
Engagements	85
Engagement Rate	7.20%

Joined Community Conversions*

State	Clicked Button	Clicked Button Conversion Rate
Illinois	5	1.46%
Florida	4	1.30%
California	3	0.81%
New York	3	0.89%
Alabama	1	1.92%
Arkansas	1	0.96%
Georgia	1	0.40%
Idaho	1	1.04%
Indiana	1	0.44%
Missouri	1	0.87%

City	Clicked Button	Clicked Button Conversion Rate
Chicago	2	1.26%
Huntsville	1	20.00%
Little Rock	1	6.25%
Colum City	1	50.00%
Howeville	1	10.00%
San Francisco	1	5.67%
Jacksonville	1	8.33%
Miami	1	4.76%
Danvers	1	33.33%

Joined Community Conversions*

Age	Clicked Button	Clicked Button Conversion Rate
35-44	7	0.72%
25-34	5	0.44%
18-24	2	0.20%
45-54	3	0.36%
55-64	1	0.20%

Gender	Clicked Button	Clicked Button Conversion Rate
Female	14	0.43%
Male	4	0.38%

*Does not include a full month of data

EMAIL PERFORMANCE

	October	November	December	Avg. % Change Over 3 Months
Email				
Total Subscribers	1,425	1,835	1,890	18.5%
New Subscribers*	53	410	55	127%
Total Sent	1,401	1,601	1,866	15.5%
Total Opens	1,233	1,217		

**“I WANT TO PROVE
THAT MARKETING
MAKES MONEY!”**



ORÔS

OUR SOLUTION



PROBLEMS WE SET TO SOLVE

**PROVING
YOUR VALUE**



Connecting the results of your marketing to your client's business success – measurement strategy

**SAVING
TIME**



Customized client-facing reports allow marketers to focus on strategy and insights instead of report-creation.

**DATA
ANALYTICS**



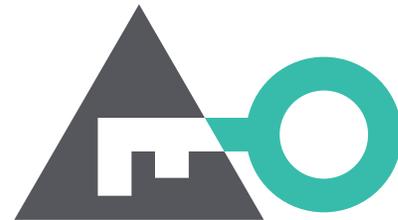
A human-centric approach to data unification, visualization and insights – built for marketers.



YOUR DATA
TELLS A
HIDDEN
STORY



WE CRACK
THE DATA
CODE



WE GIVE
YOU THE
PASSWORD

IT'S A 4-STEP PROCESS:

1. Define measurable goals
2. Measurement strategy
3. Unify your data
4. Layer live data
into interactive dashboards

DEFINE MEASURABLE GOALS

- Discovery session
- Understand your KPIs
- Identify your data sources
- Document to data flow of you organization
- Dashboard Brief

OROS
CLEAR INSIGHTS. UNIFIED DATA.

Dashboard brief

Client: _____ Dashboard name: _____

KPIs:	Other Metrics to Track:	Data Sources:
1) _____	1) _____ 5) _____	1) _____ 5) _____
2) _____	2) _____ 6) _____	2) _____ 6) _____
3) _____	3) _____ 7) _____	3) _____ 7) _____
4) _____	4) _____ 8) _____	4) _____ 8) _____

(Identify email sources if applicable)

UTM structure in place (Y/N)? _____ Refresh cadence (hourly, daily, monthly)? _____

Export & Print? Online & Interactive? Both?

End user(s): _____

The problem: _____

The objective of the dashboard: _____

The questions we will answer:

- 1) _____
- 2) _____
- 3) _____

What decisions will be made from this dashboard? _____

Timeline (client expectation for dashboard delivery, with guide): _____

Template recommendations: _____

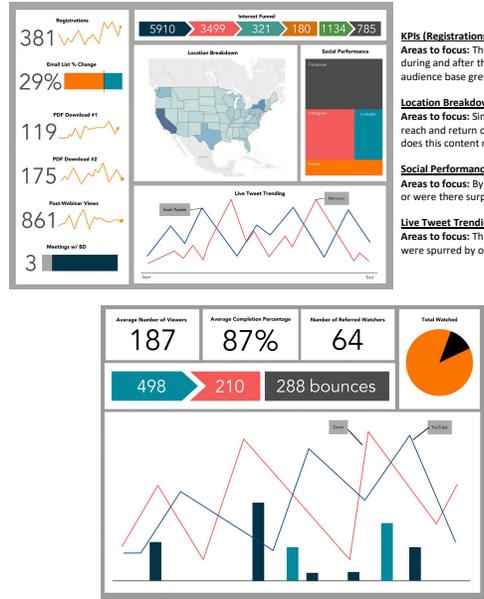
Carpe Datum

MEASUREMENT STRATEGY

- Dashboard Sketch and Guide

Koch Comm COVID-19 Campaign





KPIs (Registrations, Email List % Change, PDF Download # 1-2, Post-webinar Views, Meetings with business development)
Areas to focus: These KPIs directly highlight the metrics both from a "return" standpoint as well as a complete, high-level, picture of the user-participation before, during and after the Webinar occurred. The idea is to understand how and when (via the spark lines) the user interest was gained in viewing our content, how the audience base grew from this type of launch and what actions were spurred as a result.

Location Breakdown
Areas to focus: Since the nature of the "product" here is a digital logon and viewing of industry-relevant content during a trying time, it's important to note the actual reach and return of our major KPIs by location. This webinar could feasibly be accessed anywhere, and the video can have an even wider base since its evergreen. How does this content resonate to users outside of Oklahoma? What does this tell us about targeting them for our services?

Social Performance
Areas to focus: By platform, which content drove the highest achievement of the KPI metrics used for this campaign? Was this where we focused time and resources or were there surprises that can shape future campaigns of this nature?

Live Tweet Trending
Areas to focus: This part should read like a meter for engagement achieved during the webinar and identify the ripple effect for conversations around this topic that were spurred by our content.

Video KPIs
Areas to focus: By analyzing totals related to video consumption for both the live and evergreen version of the webinar, we can set benchmarks for future campaigns and see these totals evolve as the YouTube version sets its stakes.

Total watched percentage:
Areas to focus: This breakdown allows us to identify the existence of barriers to views or complete watches.

In-video trend:
Areas to focus: Here, we can see which content and discussion points within the conversations led to engagement and potential drop-off. Did we see a fade out gradually, or can we identify an event that lost user interest?

Email Performance

Send	Open	Click	Unsub	Bounce	Spam	Complaint
10/20/2020	100%	100%	0%	0%	0%	0%
10/21/2020	100%	100%	0%	0%	0%	0%
10/22/2020	100%	100%	0%	0%	0%	0%
10/23/2020	100%	100%	0%	0%	0%	0%
10/24/2020	100%	100%	0%	0%	0%	0%
10/25/2020	100%	100%	0%	0%	0%	0%
10/26/2020	100%	100%	0%	0%	0%	0%
10/27/2020	100%	100%	0%	0%	0%	0%
10/28/2020	100%	100%	0%	0%	0%	0%
10/29/2020	100%	100%	0%	0%	0%	0%
10/30/2020	100%	100%	0%	0%	0%	0%
10/31/2020	100%	100%	0%	0%	0%	0%
11/01/2020	100%	100%	0%	0%	0%	0%
11/02/2020	100%	100%	0%	0%	0%	0%
11/03/2020	100%	100%	0%	0%	0%	0%
11/04/2020	100%	100%	0%	0%	0%	0%
11/05/2020	100%	100%	0%	0%	0%	0%
11/06/2020	100%	100%	0%	0%	0%	0%
11/07/2020	100%	100%	0%	0%	0%	0%
11/08/2020	100%	100%	0%	0%	0%	0%
11/09/2020	100%	100%	0%	0%	0%	0%
11/10/2020	100%	100%	0%	0%	0%	0%
11/11/2020	100%	100%	0%	0%	0%	0%
11/12/2020	100%	100%	0%	0%	0%	0%
11/13/2020	100%	100%	0%	0%	0%	0%
11/14/2020	100%	100%	0%	0%	0%	0%
11/15/2020	100%	100%	0%	0%	0%	0%
11/16/2020	100%	100%	0%	0%	0%	0%
11/17/2020	100%	100%	0%	0%	0%	0%
11/18/2020	100%	100%	0%	0%	0%	0%
11/19/2020	100%	100%	0%	0%	0%	0%
11/20/2020	100%	100%	0%	0%	0%	0%
11/21/2020	100%	100%	0%	0%	0%	0%
11/22/2020	100%	100%	0%	0%	0%	0%
11/23/2020	100%	100%	0%	0%	0%	0%
11/24/2020	100%	100%	0%	0%	0%	0%
11/25/2020	100%	100%	0%	0%	0%	0%
11/26/2020	100%	100%	0%	0%	0%	0%
11/27/2020	100%	100%	0%	0%	0%	0%
11/28/2020	100%	100%	0%	0%	0%	0%
11/29/2020	100%	100%	0%	0%	0%	0%
11/30/2020	100%	100%	0%	0%	0%	0%
12/01/2020	100%	100%	0%	0%	0%	0%
12/02/2020	100%	100%	0%	0%	0%	0%
12/03/2020	100%	100%	0%	0%	0%	0%
12/04/2020	100%	100%	0%	0%	0%	0%
12/05/2020	100%	100%	0%	0%	0%	0%
12/06/2020	100%	100%	0%	0%	0%	0%
12/07/2020	100%	100%	0%	0%	0%	0%
12/08/2020	100%	100%	0%	0%	0%	0%
12/09/2020	100%	100%	0%	0%	0%	0%
12/10/2020	100%	100%	0%	0%	0%	0%
12/11/2020	100%	100%	0%	0%	0%	0%
12/12/2020	100%	100%	0%	0%	0%	0%
12/13/2020	100%	100%	0%	0%	0%	0%
12/14/2020	100%	100%	0%	0%	0%	0%
12/15/2020	100%	100%	0%	0%	0%	0%
12/16/2020	100%	100%	0%	0%	0%	0%
12/17/2020	100%	100%	0%	0%	0%	0%
12/18/2020	100%	100%	0%	0%	0%	0%
12/19/2020	100%	100%	0%	0%	0%	0%
12/20/2020	100%	100%	0%	0%	0%	0%
12/21/2020	100%	100%	0%	0%	0%	0%
12/22/2020	100%	100%	0%	0%	0%	0%
12/23/2020	100%	100%	0%	0%	0%	0%
12/24/2020	100%	100%	0%	0%	0%	0%
12/25/2020	100%	100%	0%	0%	0%	0%
12/26/2020	100%	100%	0%	0%	0%	0%
12/27/2020	100%	100%	0%	0%	0%	0%
12/28/2020	100%	100%	0%	0%	0%	0%
12/29/2020	100%	100%	0%	0%	0%	0%
12/30/2020	100%	100%	0%	0%	0%	0%
12/31/2020	100%	100%	0%	0%	0%	0%

Web Performance

Top Pages

Page	Views
Home	48,700
Services	1,700
Services	1,700
Services	1,600
Services	1,500

Email Performance
Areas to focus: Based on the nature of the email series around this webinar and the re-engagement needed to capitalize on this effort, we need to break down and compare the email KPIs by send and evaluate if and where drop-off occurred within this funnel. We can also see if certain content strategies worked better or worse for this type of audience. This breakdown also helps identify areas for testing to optimize future sends.

Web Performance
Areas to focus: For those engaging with our message, which site content grabbed the attention of our users? If there are pages viewed outside of campaign-directed content, how does the interest drive future content and re-engagement opportunities?



CLEAR INSIGHTS. UNIFIED DATA.

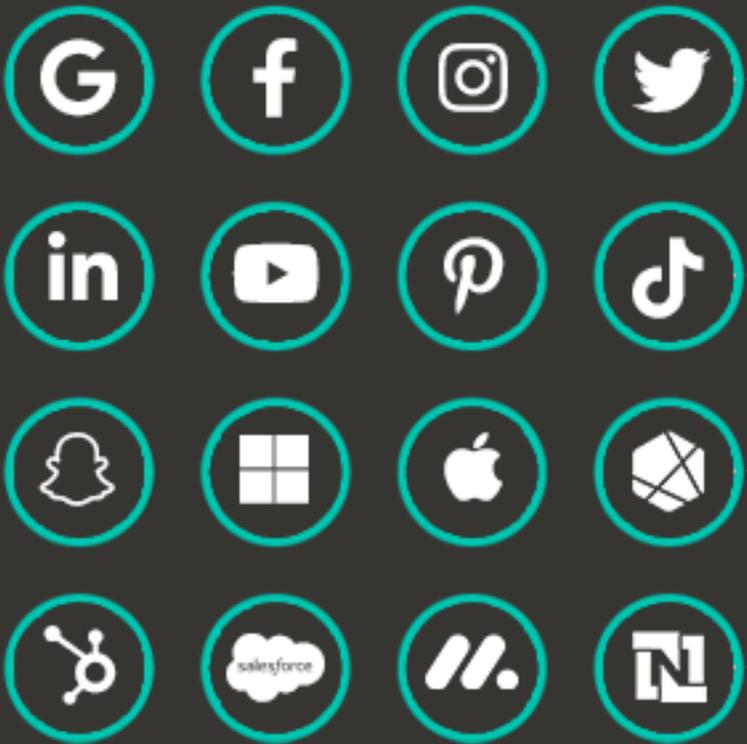
UNIFY YOUR DATA

O R O S USES DATA FROM ANY DIGITAL CHANNEL

- Google Analytics • Social Media • Digital Ads
- SEO • SEM • Email Marketing

O R O S CREATES AUTOMATION FROM YOUR CUSTOM DATA

- CRM • POS Systems • Conversion Points
- Traditional Media (TV, Billboards, etc.)
- Your Proprietary Information



CLEAR. UNIFIED. DATA.



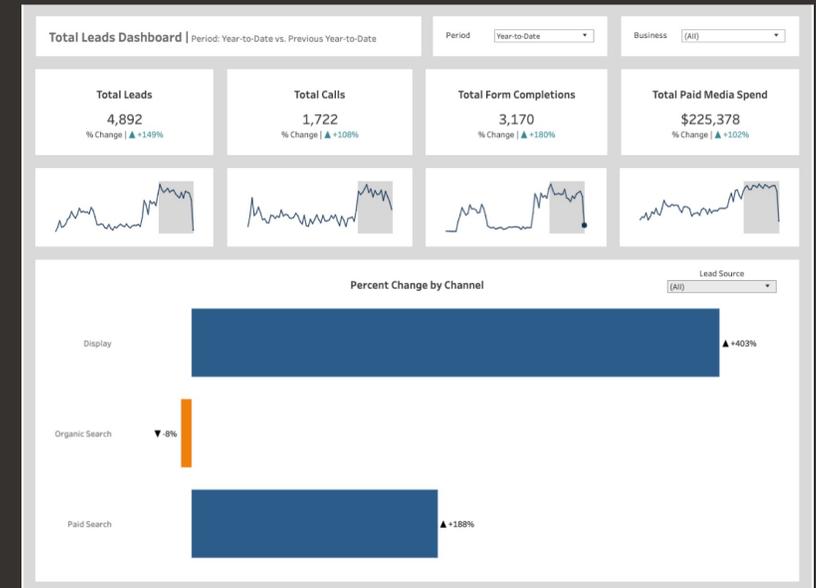
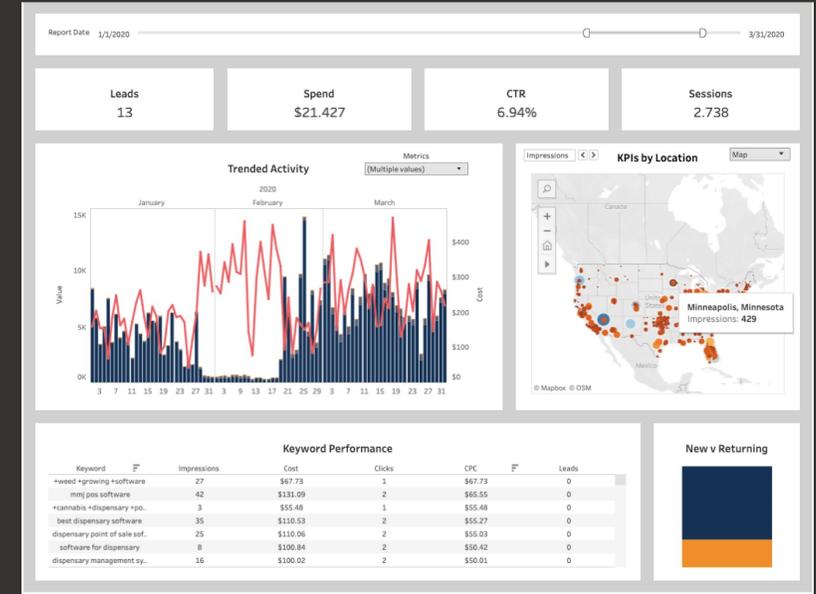
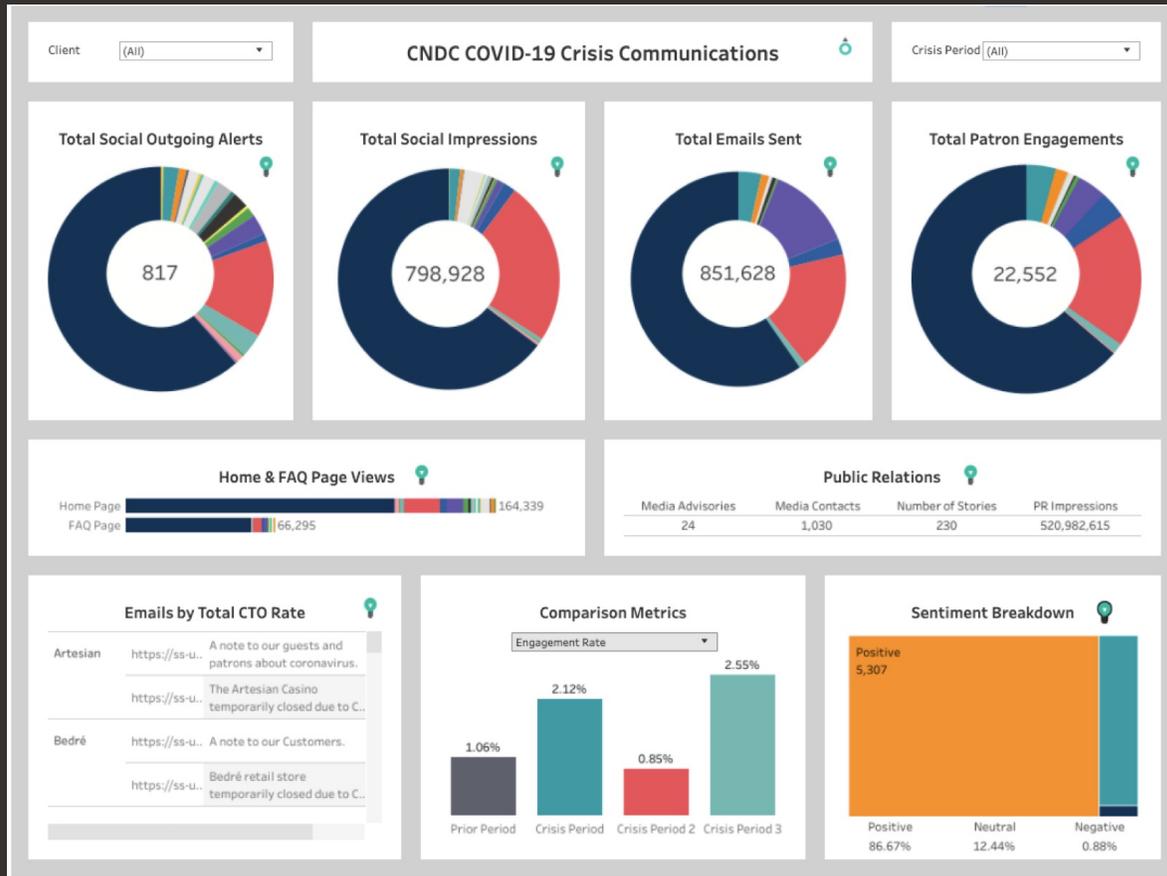
OROS creates the data pipeline and live connections



OROS creates interactive dashboards

YOU MAKE DATA-DRIVEN DECISIONS

LAYER LIVE DATA INTO INTERACTIVE DASHBOARDS



**BEST OF
MARKETING:
HUMANS**

**BEST OF
TECHNOLOGY:
AUTOMATION AND
CUSTOMIZATION**

CLIENT PORTAL

VISUALIZATIONS

DATA WAREHOUSE

APIs

DATA CONNECTIONS

FB | TW | GA | IG | ADS

TOO SIMPLE or TOO COMPLEX



whatagraph





- Empower business owners and marketers to confidently make strategic decisions
- Improve your ROI
- Prove that your marketing is making your client money

ORÔS

THANK YOU