

ORÔS



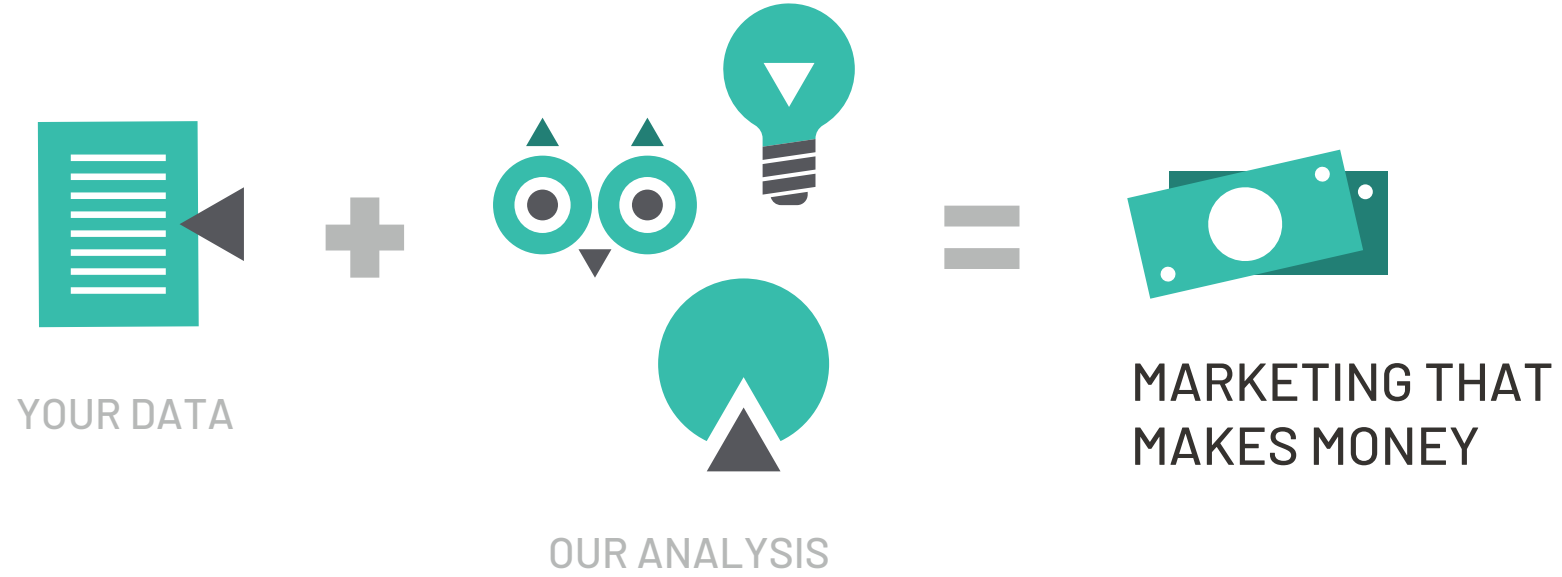
Jenny Herzberger



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

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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 : wordies : death : xlanz : skill : oile : nature : ads : dance :

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[Denny's](#)

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Scranton

Scott Pearson's Profile (This is you)

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[My Privacy Preferences](#)

Connection

This is you.

Access

Scott is currently logged in from a non-residential location.

Other Schools

[edit]

Information [edit]

Account Info:

Name: Scott Pearson, 85
Member Since: January 12, 2005
Last Update: February 3, 2005

Basic Info:

Email: pearsons2@scranton.edu
Status: Alumnus/Alumna
Sex: Male
Year: 2004
Concentration: Computing Sciences
Mathematics
Phone: 570.499.4818
High School: Dunmore HS '00

Extended Info:

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

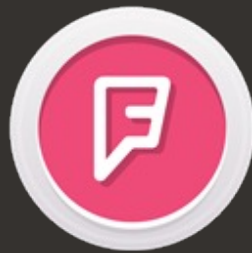


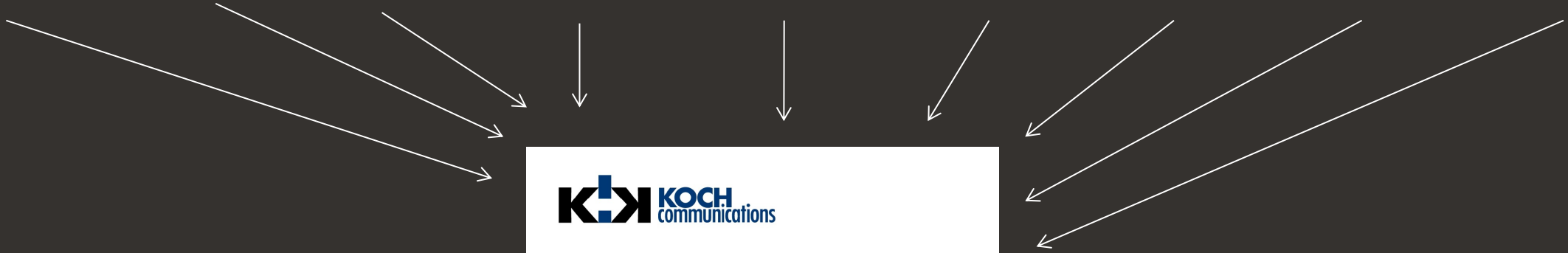
CLIENTS WANTED TO KNOW:

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

THE BIG PROBLEM:

WE COULDN'T TELL THEM





Client Name
April 2016 Social Media Report

Compiled by: Jared Gallagher, Community Manager

PHONE: (603) 831-8968 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.**

**“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

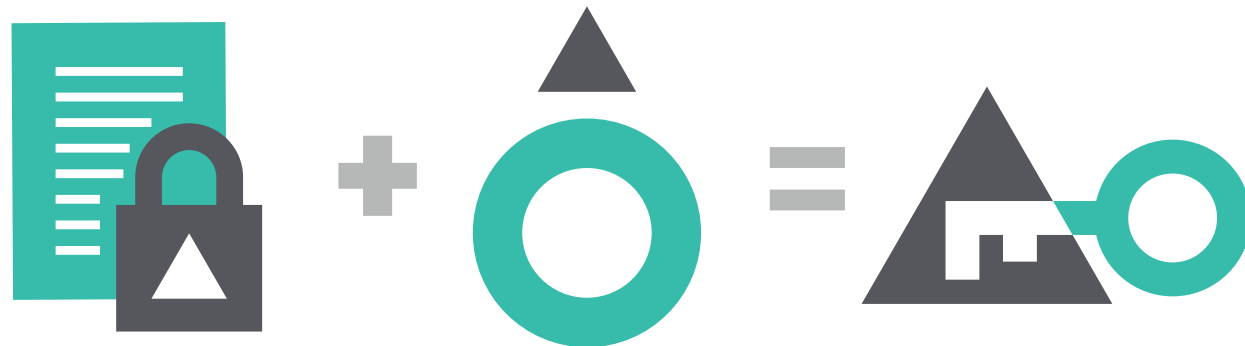


Customized client-facing reports allow marketers to focus on strategy and insights instead of report-creation.

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



CLEAR INSIGHTS. UNIFIED DATA.

Dashboard brief

Client: _____ Dashboard name: _____

KPIs:

1) _____

2) _____

3) _____

4) _____

Other Metrics to Track:

1) _____ 5) _____

2) _____ 6) _____

3) _____ 7) _____

4) _____ 8) _____

Data Sources:

1) _____ 5) _____

2) _____ 6) _____

3) _____ 7) _____

4) _____ 8) _____

(Identify several 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) _____



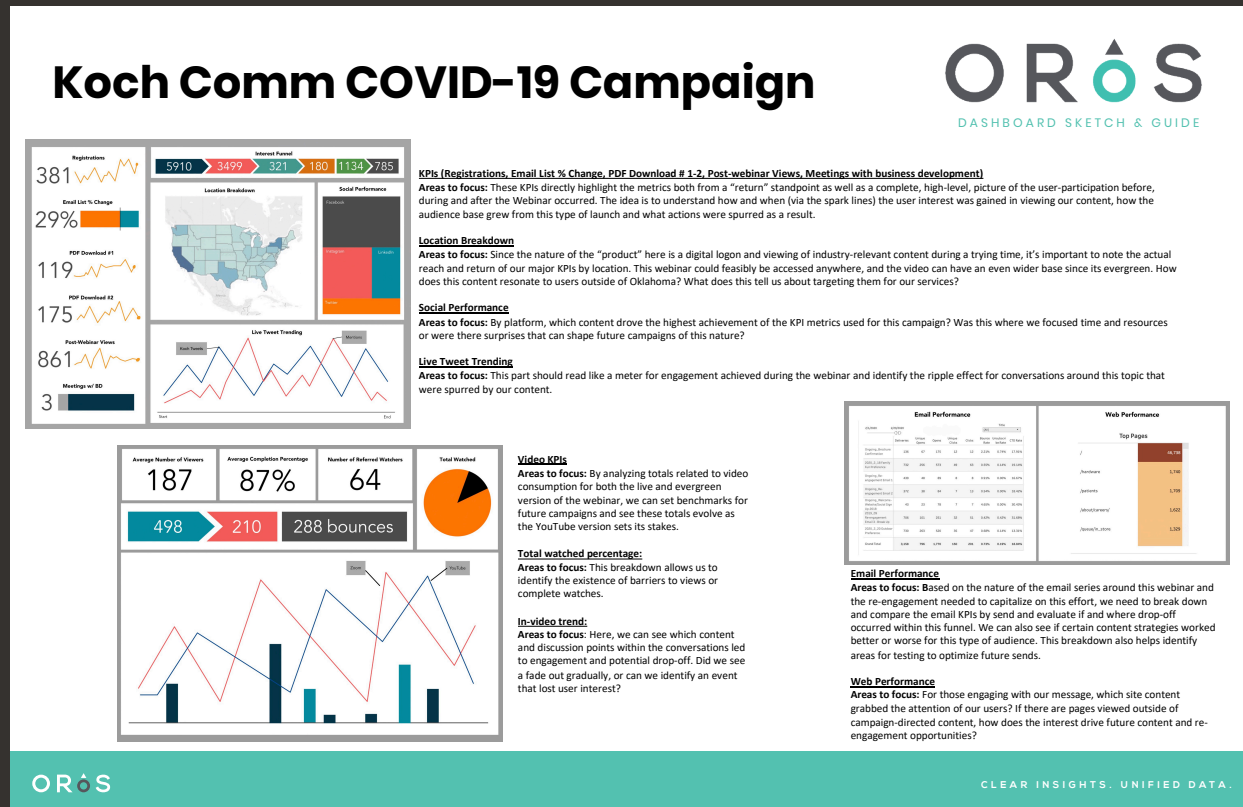
What decisions will be made from this dashboard? _____

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

Template recommendations: _____

MEASUREMENT STRATEGY

- Dashboard Sketch and Guide



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.



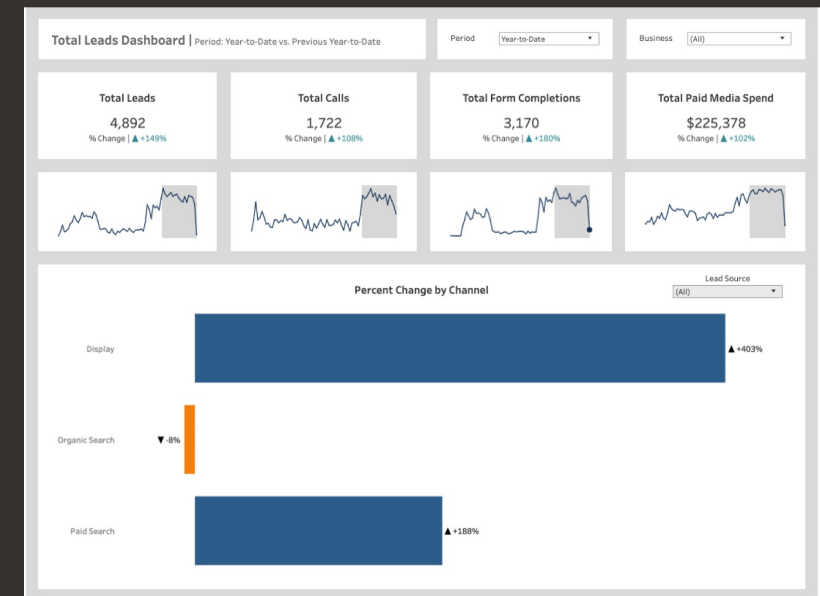
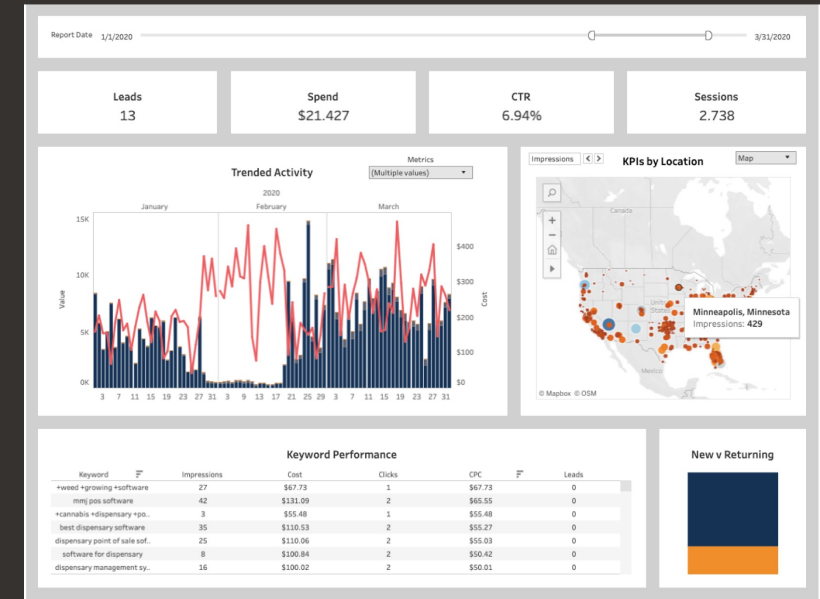
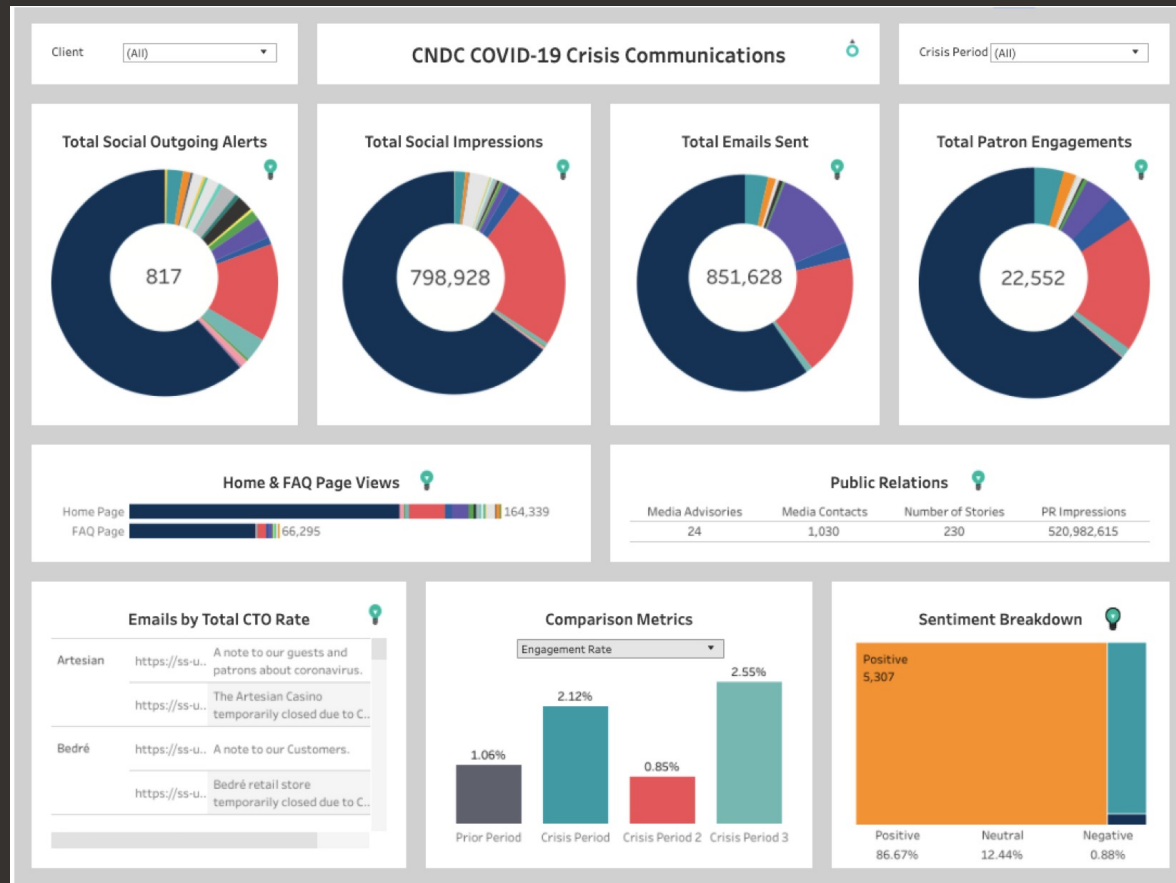
OROS creates the
data pipeline and
live connections



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

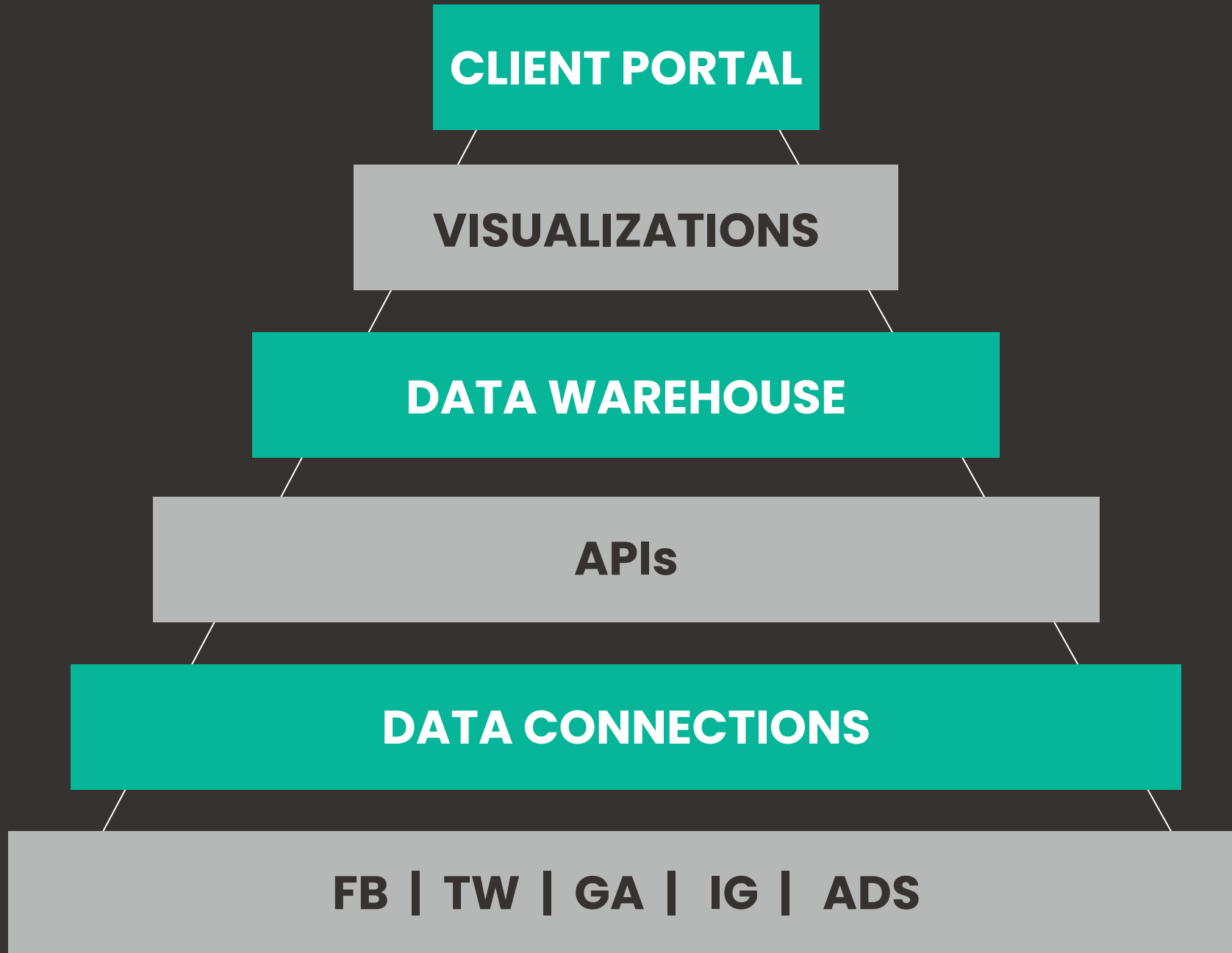
VISUALIZATIONS

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