



Intelligence by returnity

A greater return on your digital marketing investment

Measuring the effectiveness of your digital marketing initiatives can be complex.

To make sense of the data, you need a simple and integrated solution that provides you with a clear view of your entire digital marketing process. You need a full service solution implemented and managed by a team of experts who can provide you with tailored advice. Quite simply, you need returnity's *Intelligence* service.

What is *Intelligence* by returnity?

Returnity's *Intelligence* is an integrated approach for tracking all your digital marketing campaigns from your website and online advertising through to email and SMS communication strategies. We work with you to demystify digital marketing, making the process fully accountable and transparent.

Our digital marketing data experts and experienced team will build a closed-loop feedback approach, bringing together results gained from search engine marketing, email marketing, website analytics and lead generation activity.

The result: You gain the data-driven customer insights you need to develop more effective marketing campaigns and customer relationship management programs.

How does *Intelligence* help your business?

By providing a framework for effective and measurable digital marketing, our *Intelligence* service ensures that your business objectives are being met, whether they relate to sales growth, member acquisition, brand awareness, customer growth or retention.

A FRAMEWORK FOR EFFECTIVE AND MEASURABLE DIGITAL MARKETING THAT ENSURES YOUR BUSINESS OBJECTIVES ARE BEING MET, WHETHER THEY RELATE TO SALES GROWTH, MEMBER ACQUISITION, BRAND AWARENESS, CUSTOMER GROWTH OR RETENTION.

**POWERFUL
DIGITAL
SOLUTIONS**

Intelligence
Production
Technology

Using *Intelligence*, we can benefit your business in 3 important ways:

1. Increasing your ROI through more sophisticated digital strategies.
2. Helping you gain a deeper understanding of your customers.
3. Providing you with the knowledge to build more targeted and personalised campaigns.

Returnity's *Intelligence* service burrows deep into the core of your digital marketing campaigns, gathering and analysing the data that you need to maximise your ROI.

How does returnity's *Intelligence* work for you?

Returnity's statisticians are experts in interactive marketing, from digital advertising optimisation, end-to-end site experience, and relationship marketing. We partner with you to implement a tailored approach that works seamlessly with your existing systems.

Using in-depth analytical expertise combined with the latest tools and techniques, we'll gather the insights and data needed to ensure your next campaign is better than the last.

Business benefits:

- Multi-channel data management to identify "through channel" opportunities
- Web analytics to deliver insights into the way visitors interact with your site
- Multivariate testing to match the right offer to the right customers, at the right time and via the right channels
- Customer segmentation to improve email list targeting and results
- Behavioural targeting to personalise user experiences
- Cross-channel marketing optimisation to streamline the end-to-end user experience from first contact to final conversion
- Developing intelligent customer management strategies to drive sales and loyalty

To see how we can help you increase the ROI from your digital marketing spend, visit www.returnity.com or call us on (02) 8213 3000 or (03) 9856 2999.

RETURNITY IS A DIGITAL MARKETING AGENCY, SPECIALISING IN EMAIL MARKETING, DATABASE SOLUTIONS AND ONLINE SOLUTIONS. SOME OF RETURNITY'S CLIENTS INCLUDE AGL, OPTUS AND THE ASX. WWW.RETURNITY.COM.AU

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