

Boost Sales from Web Traffic with Insightful Analytics

Whether your ad campaigns deploy display, native, video, audio, CTV, or an omnichannel marketing combination of touchpoints, actionable analytics reports provide the insights necessary to help you properly adjust your targeting and hit KPIs, turning website engagements into closed sales



WEBSITE TRAFFIC

Drive traffic to your website by making strategic marketing and advertising decisions based on insights in analytics reports that show engagement or intent



ANALYTICS

Review the data in your analytics reports to determine which key accounts are engaging with your campaigns and website content in real-time throughout the flight of each campaign

Statistics in AdDaptive's Site Analytics include but are not limited to:
page views before and after campaign, % increase in web traffic, dates on site, number of days with consecutive pageviews (streak), site visitor company names and locations



CLOSED SALES

Send the hottest leads and most engaged prospects to your sales team to close deals as efficiently as possible



RETARGETING

Refine your messaging based upon actionable analytics to appeal to remaining engaged accounts in the target audience, and boost web traffic as a result



DRIVE SALES FROM WEBSITE TRAFFIC WITH CAMPAIGN OPTIMIZATION MEASURES BASED UPON THE ENGAGEMENT RESULTS OF ADDAPTIVE'S ANALYTICS REPORTS