

In the modern competitive business environment website analytics does not provide the right information on which to base business-wide decisions. Without relating the cost of acquisition to the true lifetime value of the customer you cannot hope to measure return on investment. If you cannot measure return on investment you cannot make informed decisions for the future.



### What exactly does Listen Marketing do?

( Listen Marketing is a next generation tool designed to improve your marketing effectiveness using integrated Web 2.0 technologies.

( Listen links website tracking to your back-end databases and Customer Relationship Management (CRM) systems to give you accurate return on investment (ROI), relating front end sources to back-end profitability.

( Listen also helps increase conversion at your front-end by identifying where you lose customers & delivering dynamic targeted web content to drive sales.

**It's marketing made easy!**

### Data from across your business

You can't generate good business intelligence without capturing and storing good business data. Listen Marketing automates the collection of data from across your business to give you a full end-to-end picture of your customers. We can capture financial data from your financial system, sales data from your CRM and web data from your website.

### Adaptable Architecture

Crucially, Listen Marketing is based on an architecture that can be very quickly customised to exactly fit your business. Listen Marketing uses a set of 'milestones' to define the key transactions that occur during your relationship with your clients.

Our simple 2 step integration process can have you up and running in two days:

#### Day 1)

Our consultants will sit down with your marketing team and work out what you want to measure and what your milestones should be.

#### Day 2)

Our automated tools will scan your existing systems. We will tell Listen where the data that relates to your milestones is stored. Listen will do the rest. No coding, no hassle, no problem.

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Fig. 1: Integration with multiple systems

### On-demand, On-site or Managed Service

While implementing Listen Marketing we can adapt to suit your needs. Depending on your needs we can:

- Host and manage the system on our servers, reducing your IT overheads.
- Install the system on your internal servers, maintaining your internal security and privacy conditions.
- Have a third party host the system and manage your database remotely.



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