

LeadInsites™ – FAQ

Here are answers to frequently asked questions about Brandwidth Solutions' new marketing analytics platform, LeadInsites™.

What is LeadInsites?

LeadInsites is a customizable dashboard that allows marketers to gain visibility into their marketing analytics and digital KPIs in near real-time. It enables you to define your key metrics, show ROI, course-correct based on analyses, and deliver results management is looking for. All while providing a company-branded look and feel that is shareable in PowerPoint as well as Excel. All your digital marketing performance data, all in one place.

How Do I Use LeadInsites?

LeadInsites becomes the one source for all your marketing data. No more logging into multiple platforms to get performance stats on website analytics, social media channels, digital advertising, marketing automation, sales CRM, and more. All the data from these platforms is pulled into LeadInsites automatically.

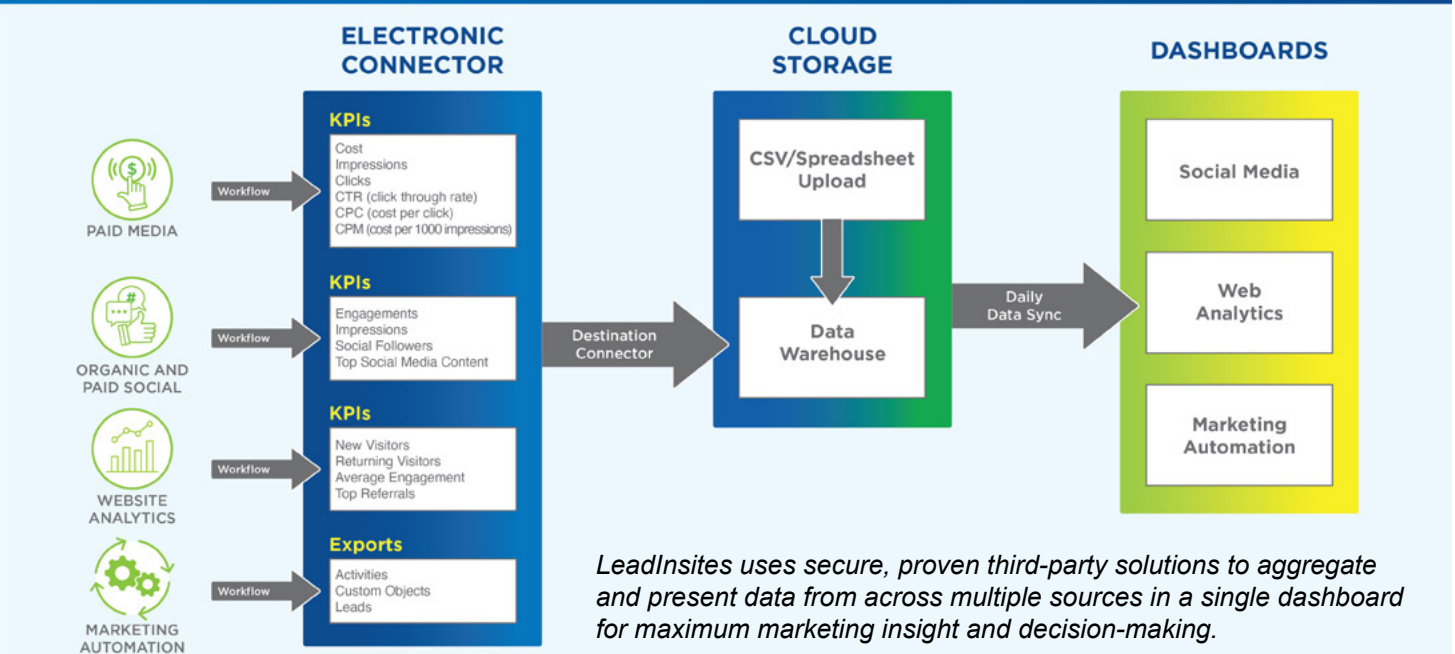
As a result, you become empowered to fulfill requests for information, prepare compelling and up-to-date reports, analyze results against your KPIs, and course-correct so your organization can make smarter, informed decisions. Keep your organization informed of marketing successes.

How is LeadInsites Different from Alternatives?

Digital marketing has become a complex network of data sources. As a software-as-a-service data aggregation and presentation solution, LeadInsites is built by data and marketing professionals who specialize in customized dashboards. It brings your disparate sources into a single interface for rapid and easy digestion, leading to smarter decisions. Unlike expensive, off-the-shelf digital measurement solutions with an overwhelming number of options covering channels you don't need, LeadInsites is custom-built to support B2B marketers.

There is no need for you or your staff to become dashboard experts or information technology developers, which would normally be required if building a tracking system on your own. Marketers may start to create a homegrown dashboard solution, only to soon realize that they realistically don't have the time or resources needed to design and update what they had envisioned – sending them back to square one.

MARKETING ROI PLATFORM: DATA FLOW



What are the Benefits of Using LeadInsites?

Time savings: You turn hours of searching, compiling, and preparing disparate marketing data into minutes. This proprietary tool aggregates data from all your marketing platforms and presents it in a single interface.

View results in different formats: You can see your data presented in different ways on the same screen – view your data in stats (numbers and percentages) or view it in graphs or charts. Data is presented uniformly and reflects your brand's look and feel, instead of presenting a patchwork of charts and graphs from separate platforms. The result is an environment that allows for easier data interpretation.

Share results easier: Any chart or graph – or an entire screen itself – can be exported out of LeadInsites and into a PowerPoint deck or shared with others via a link.

Transparency: Enables you to show real-time information at management and board meetings.

When Does the Dashboard Update with Results?

Daily, automatically.

Is the Dashboard Secure?

LeadInsites only uses secure, trusted, and industry-leading data connectors, storage platforms, and presentation tools to safely aggregate all your digital marketing results in a single interface and to keep data protected while at rest and in transmission.

Who Owns the Data?

All data used by LeadInsites remains yours.

Does the Dashboard Show our Customer's Personal Contact Information or Other Personal Data?

No. LeadInsites only shows marketing performance data. Any personal information related to a contact remains in your CRM/Marketing Automation tool.

How Long Does it Take to Create My LeadInsites Dashboard?

Because the solution is delivered via software-as-a-service, most dashboard systems through LeadInsites can be created in 2-3 months.

How Much Does it Cost?

The cost depends on the types and number of data sources needed. LeadInsites has been designed to be affordable and convenient for billing through an annual subscription fee.

How Can I Learn More?

Email mkt@bwsmarketing.com, call 215-997-8575, or visit our [website](#).