



# Where Do You Collect Anonymous and Personal Data?

Google Analytics

&

Marketing Automation

## Anonymous Data Analyses & Reporting

- Acquisition Reporting • Audience Reporting • Benchmark Reports
- Cohorts Reporting • Conversion Reporting • Custom Reporting
- Ecommerce Reporting • Mobile App Reporting • Performance Reporting
- Site Reporting • Reporting APIs

## In Terms of Reactive Data, Google Analytics Offers

- Advanced Segmentation
- Client Reports
- Real Time Reporting

## E-Mail-Performance

- Landing Page Performance
- Revenue Modeling
- Web Analytics



## Anonymous and Personalized Analyses, Reporting and Market Development

### Marketing Strategy

- Campaign Management
- Lead Management

### Communication Channels

- E-Mail-Marketing
- Web Management
- Social Media

### Reporting & Analysis

- Campaign Performance Reports
- Customized Reports
- E-Mail Performance Reports
- Landing Page Performance Reports
- Revenue Modeling
- Web Analysis

### Integration

- Sales and CRM Integration
- 3rd Party Integration

### Anonymous

- Location (Country, City) • Language • Operating System
- Device • Browser, Used Add-ons • Source • History Page Visits
- Time Spent • Downloads • Video Clicks • Ad Banner Clicks

### Collecting User Data

### Anonymous

- IP
- Company

### Personalized

- Assessing User Behavior • Customized Scoring • Demographic Scoring
- Progressive Profiling • Trigger-based Actions • Sources • History Page Visits
- Time Spent • Downloads • Video Clicks • Ad Banner Clicks