Direct IT Services

Unified Marketing Analytics

Make every marketing signal count.

When marketing data is spread across channels and systems, it becomes harder to understand what drives performance and where to invest next. Direct IT brings marketing, customer and revenue data into one analytics platform, helping your teams identify opportunities, spot changes sooner and make decisions with greater confidence.

Everything you need to turn data into growth



Connect marketing activity to revenue

Cross-channel attribution: Link channel, campaign and partner activity to conversions and revenue to understand what contributes to commercial performance.



Understand customer value over time

Customer analytics: Analyse customer behaviour, lifecycle stages, retention and value to identify your most valuable segments and opportunities to improve customer retention.



See the bigger performance picture

Executive dashboards and reporting: Bring revenue, pipeline, acquisition, conversion and ROI into one view, with comparisons against targets and previous periods.



Connect channel performance to pipeline outcomes

Affiliate and CRM intelligence: Compare partner performance, lead quality, pipeline progression and nurture activity to understand which sources contribute to commercial results.

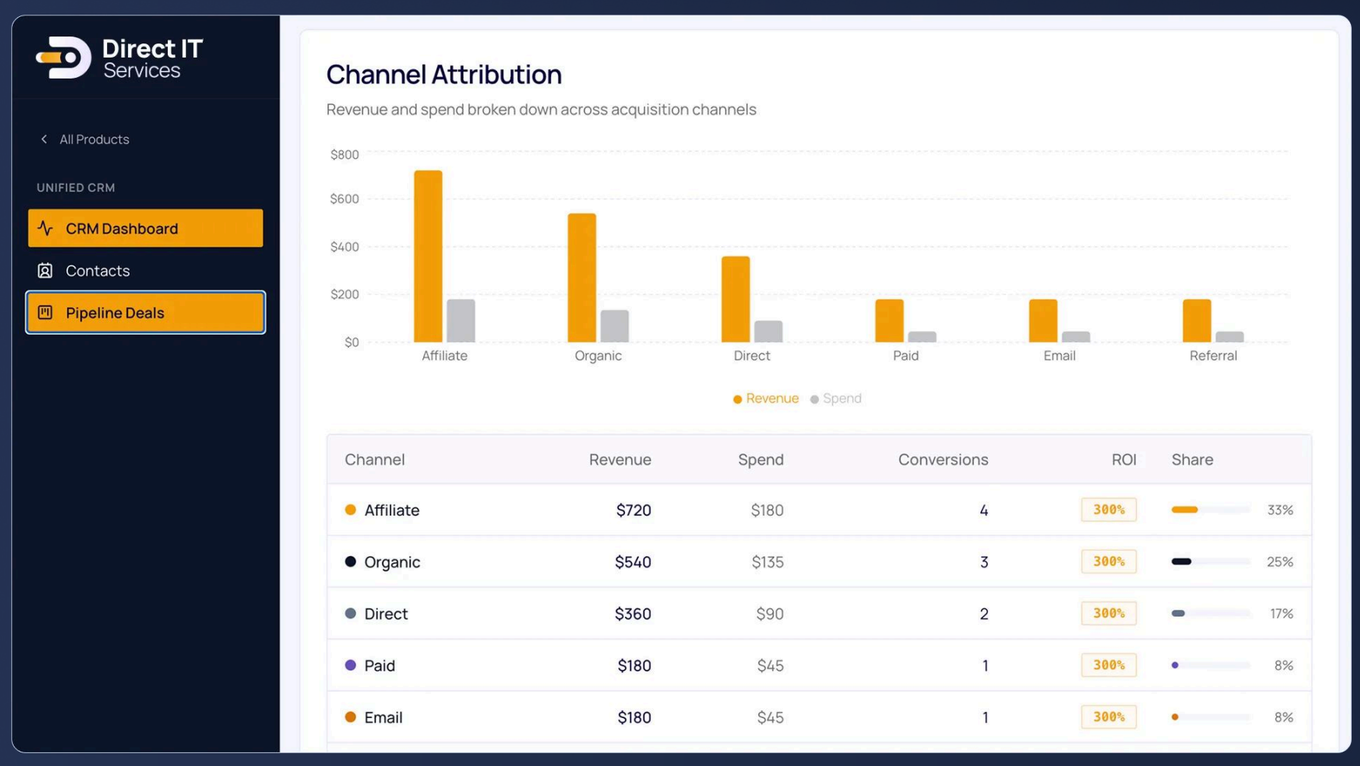
Understand where customers drop off

Funnel and journey analysis: Track progression from initial engagement to conversion, identify friction and uncover opportunities to improve results.

Anticipate change and prioritise investment

Forecasting and recommendations: Identify unusual performance shifts, forecast potential outcomes and prioritise actions based on their expected commercial impact.

Unified Marketing Analytics - Product Overview

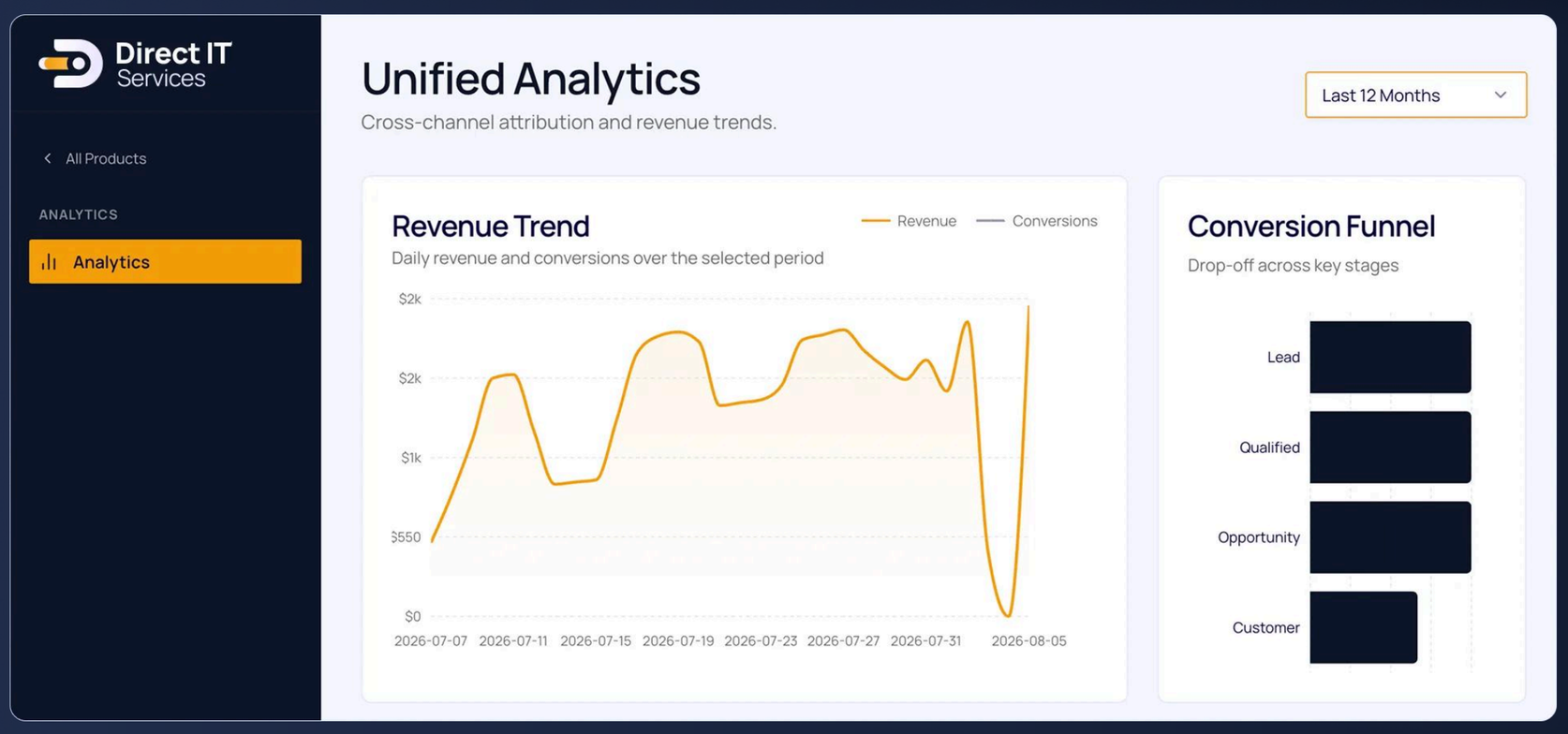


Channel Attribution

Compare revenue, spend, conversions and ROI across every acquisition channel, including affiliates, to see where your budget works hardest.

Unified Analytics

Follow revenue and conversions over time alongside your conversion funnel, so you can spot changes sooner and see where journeys stall.



Ready to make every marketing signal count?

Three products. One Growth Engine.

Use Unified Marketing Analytics on its own or connect it with Affiliate Management and Intelligent CRM to link marketing performance with partner acquisition, customer progression and commercial outcomes.

The advantage is in the connection.

info@directitservices.eu directitservices.eu/

Talk to Our Team