



## ANAMATRIX FOR MICROSOFT EXCEL

### ANALYTICS EMBEDDED IN MICROSOFT EXCEL INTERFACE

Anamatrix for Microsoft Excel offers marketers true, bi-directional data access between Excel and the multichannel data in the Anamatrix digital analytics platform.

#### HOW IT WORKS

Anamatrix has aligned its multichannel analytics platform with the tool marketers most frequently use for data analysis and reporting. Anamatrix for Excel embeds new marketing analytics tools directly into the Excel user interface with five buttons. Simplicity of use and scope of functionality make this a powerful tool that eliminates time-intensive manual data manipulation and table creation.

**Query/Create** – export data to Excel from any source connected to the Anamatrix platform using the Data Wizard. The marketing team can spend more time analyzing data and less time collecting it.

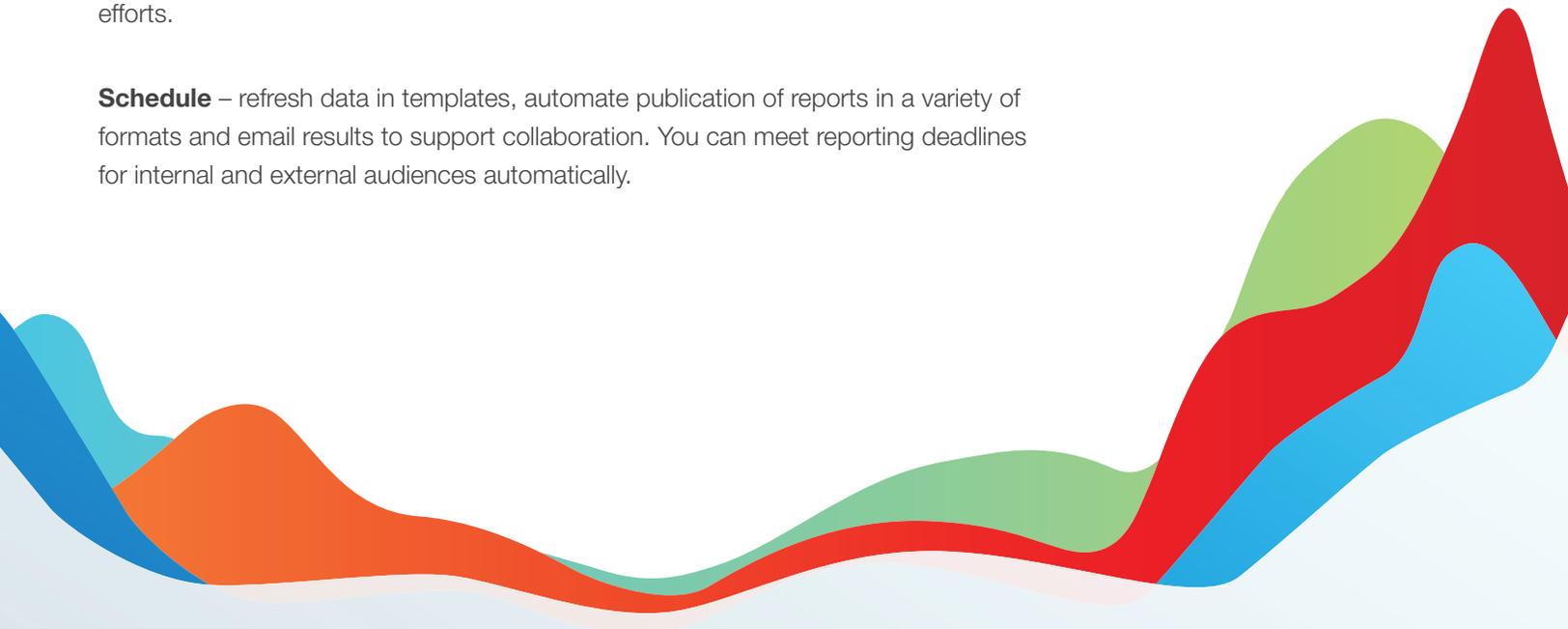
**Refresh** – update data in report templates on any schedule you define. You benefit by avoiding errors with automatic updates of pre-processed and pre-formatted data and calculations.

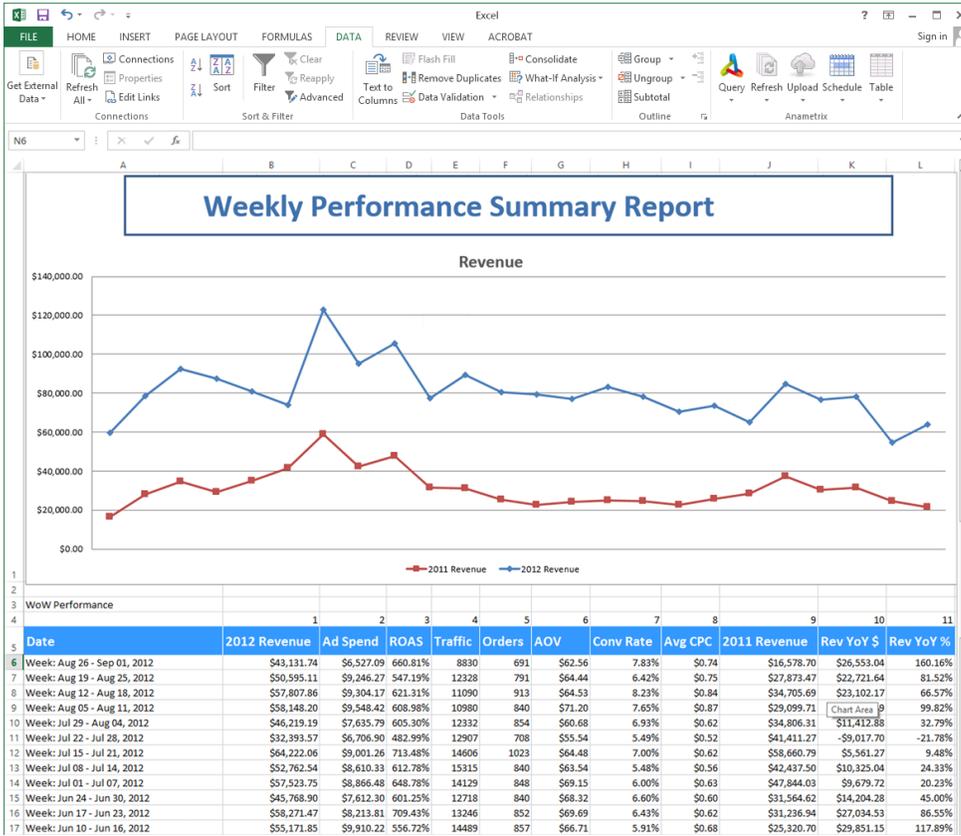
**Upload** – gain bi-directional data exchange with the ability to move data in and out of Excel with a user-friendly interface. You can make more meaningful decisions by accounting for offline data, as well as offering the finance organization more accountable measurements. Additional functionality gives marketers the ability to upload tables created in Excel directly to the system without having to duplicate efforts.

**Schedule** – refresh data in templates, automate publication of reports in a variety of formats and email results to support collaboration. You can meet reporting deadlines for internal and external audiences automatically.

#### AT A GLANCE

- Avoid time-consuming, manual processes in data manipulation
- Create, refresh, upload and schedule reports from all data
- Improve visibility into performance of all marketing channels
- Accelerate return on marketing investment (ROMI)





“Excel has long been a favorite of the marketing data analyst, and for good reason. It provides a great deal of power to a very widely distributed user base. With Anamatrix supplying rich data to Excel through its new plug-in, that power only gets compounded, and Anamatrix wins new visibility to users who want a familiar interface.”

*Andrew Edwards, CEO of Technology Leaders and Co-Founder of the Digital Analytics Association*

## DRIVING REAL RESULTS

By driving better visibility and ease of use of data across all channels with Anamatrix for Excel, CMOs and their marketing teams can demonstrate and increase ROI by improving campaign effectiveness, reducing customer acquisition costs, expanding lifetime value and uncovering new revenue opportunities.

## ABOUT ANAMATRIX

Anamatrix transforms businesses with marketing analytics. We collect, analyze and make sense out of data across all channels in real time to enable marketers to discover new truths about customers, prospects and the market at large. Anamatrix delivers 360-degree visibility into business data to uncover new trends and hidden correlations, explore new relationships and deliver a bigger and more predictable impact on revenue. Founded in 2010 by the trailblazing web analytics team behind WebSideStory, Anamatrix headquartered in San Diego, CA.

### CONNECT WITH US



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