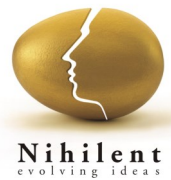


SightN2™ for Omnichannel Marketing Analytics

Putting Your Marketing Dollars to Better Use



Nihilent's **SIGHTN2™ FOR OMNICHANNEL MARKETING ANALYTICS** solution arms marketers with breakthrough insight and simplified decision-making tools to improve marketing performance. Marketing analysts, managers and agencies now have access to the previously hidden insights with easy-to-use dashboards, enabling strategic and tactical decision making for high impact digital marketing.

- Unlocks & consolidates multi-channel data revealing hidden insights
- Exposes campaign performance insights & customer behaviors, enabling precision marketing
- Empowers agility with real time analysis
- Maximizes conversion & ROI

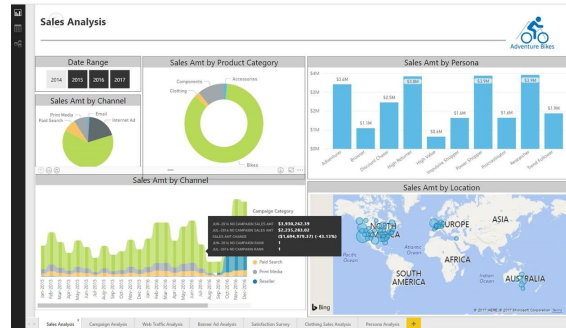


Image: SightN2™ for Omnichannel Marketing Analytics Dashboard

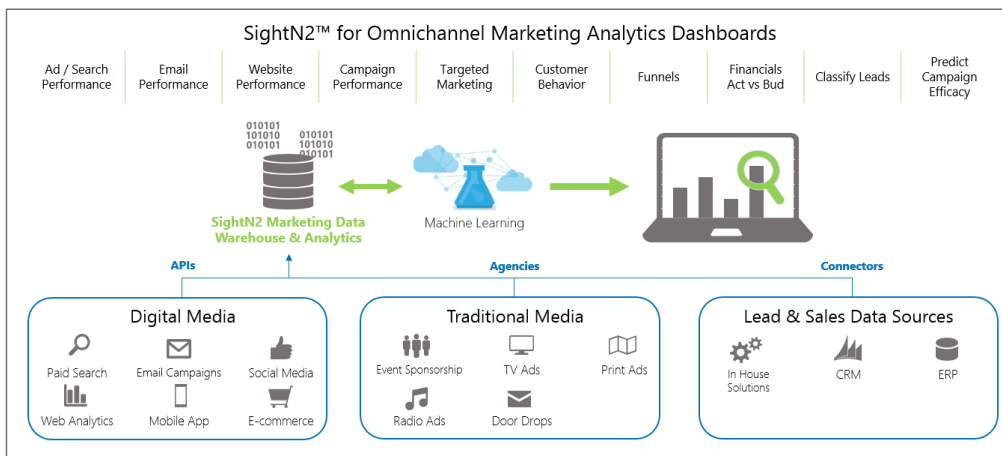


Image: SightN2™ for Omnichannel Marketing Analytics Framework

PARTNER WITH NIHILENT

Nihilent is a leading services and solutions company with deep experience in data analytics and information management. Nihilent's effective data driven approach helps businesses understand and manage their customers more effectively and enable decision makers to drive business performance.

Solution Highlights

EFFICIENCIES FOR MARKETING & IT

- Lowers time to market & total cost of ownership
- Single version of the truth enables self-service analytics to drive impactful business decisions
- Self-service reduces reliance on IT
- Eliminates manual work through automated data acquisition and consolidation from multiple sources

ENHANCED ACCESS & EMPOWERMENT

- Powerful and easy-to-use dashboards and reports are easily accessible by analysts, managers and executives
- Rich visualizations and drill downs, e.g., for geospatial and root cause analysis empower deeper analysis

FLEXIBILITY & SCALABILITY

- Customizable framework meets unique organizational and marketing needs
- Integrates with existing environments and marketing systems
- Fuses disparate data sources including web traffic, paid media, social media, traditional media, CRM, and sales to analyze sentiment analytics
- Extensible to new media channels & programs
- Available on Azure and capable of running stream analytics for near real time analysis for digital data

INTEROPERABILITY & RELIABILITY

- Out-of-the box integration with leading online marketing tools and services, such as Google Analytics, Facebook, Twitter, Instagram, Webtrends, Azure Marketplace, Microsoft Dynamics 365, ExactTarget & more
- Leverages best-in-class Microsoft technology: Azure Data Factory, Azure Data Lake, Azure Data Warehouse, Azure Machine Learning, Power BI, Office 365, and Dynamics 365

Contact Nihilent to learn more about SightN2™ for Omnichannel Marketing Analytics

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