

# Aprimo Insights

Gain Visibility into Customer Experience Operations

Single hub for all operational data

More accurate ROI calculation and analysis

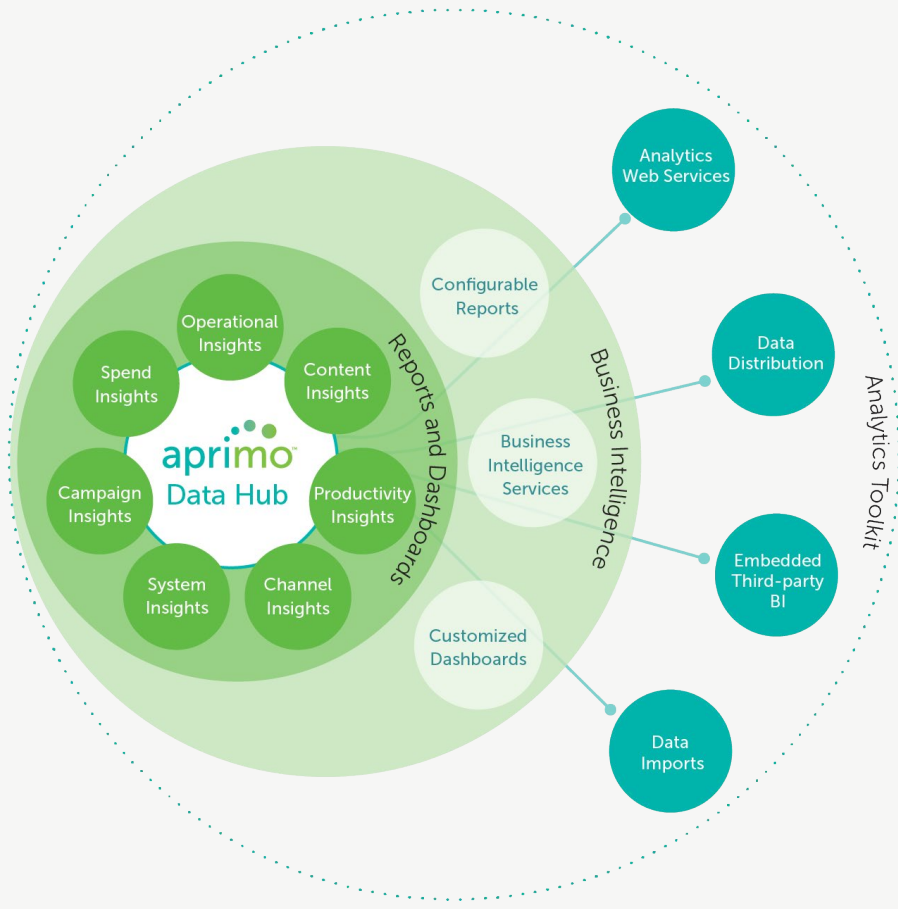
## Unlock Insights with a Powerful Data Platform

Aprimo Insights enables marketers to get valuable insights from their data with:

**REPORTS & DASHBOARDS**  
Easily visualize operational insights via 30+ interactive dashboards & reports

**BUSINESS INTELLIGENCE**  
Customizable reports via Aprimo's Business Intelligence Services

**ANALYTICS TOOLKIT**  
Developer toolkits for custom data requirements



## Enable Data-Driven Decisions

Today's marketing and customer experience teams can unlock operational data to gain insights into:

- BUDGET**  
Marketing planning, budgets, and financials
- WORK**  
Activities, resources, agencies, and project management
- CONTENT**  
Consumption, production, spend, and content analytics
- CHANNEL**  
Campaigns, community, fund usage, and lead status
- PERFORMANCE**  
Predictive, forecasted, and current ROI

Aprimo provides technology solutions for content, operations, and performance that enable enterprises to optimize their brand experiences and the resources they use to deliver them. Our platform gives enterprises the advantage by streamlining and governing all the behind-the-scenes activities – from ideation to distribution – involved in delivering exceptional brand experiences.





## INTERACTIVE REPORTS & DASHBOARDS

- Embedded data visualization
- Configurable reports and dashboards
- Real-time reports for detailed data views

## POWERFUL BUSINESS INTELLIGENCE

- Defining and delivering customized reports and dashboards
- Modifying packaged dashboards for enterprise scenarios
- Backed by Aprimo BI Services

## DEVELOPER TOOLKITS

- Import and export data to/from third-party solutions
- Embed third-party BI reports
- Support analytics web services