

3TouchPoints offers services in the following categories:

Marketing ROI Analysis

How effective is your online marketing approach in driving incremental traffic and sales? Let us help you understand what metrics and data mean to your business.

Merchandise Effectiveness

How well does your product assortment, pricing and promotional strategies impact site conversion and abandonment rates? Let us help you understand the impact of these metrics on your business.

Content Effectiveness

Well designed and targeted content not only drives customer engagement, but also delivers a memorable experience, resulting in repeat traffic.

Global Analytics

Your brand is looking for penetration in the global market, but as an organization you are struggling to find insight into what metrics are relevant to gauge performance. Let us help you identify the proper metrics for your international business.

Mobile Marketing Analytics

The mobile web has opened new opportunities for customer acquisition, but you may be struggling to gain the proper insight into your mobile campaign performance. 3TouchPoints can assist your team in getting the best ROI from your mobile campaigns.

Social Media Effectiveness

Do social networks have the potential to open up a new revenue streams? Let 3TouchPoints help your organization better utilize and measure the effectiveness of this channel.

Analytics Training

Are you struggling trying to get the best out of your analytics solution? 3TouchPoints can help you create an environment in your organization where decisions are made based on actionable data.

Analytics Implementation

You've finally decided on an analytics solution. But you may be unsure about what business rules need to be created, what KPIs are relevant to your business and how these translate to actionable reports. 3TouchPoints can collaborate with your technology team to make your implementation smoother.

Analytics Support

Many times, organizations struggle with data definition, collection mechanisms, data quality and interpretation. 3TouchPoints can help you get the best out of your solution.

Analytics Roadmap

As an e-commerce solution provider, it can be difficult to design and deliver cost efficient solutions to your clients. Because Web Analytics is our expertise, our Analytics Roadmap service can help you deliver cost efficient analytics solutions to your clients, while increasing adoption rates and achieving ROI goals.