



Insight Report

Entiera Insight Report empowers all users to define and view reports that provide the right data to make decisions.

Know the data. Make better decisions.

There is a plethora of data available to the marketer today, but that does not make it actionable. All too often, marketers are faced with data paralysis, or worse yet, are forced to rely solely on specialists to get the valuable information that they need. Because everyone digests information differently and each position within the organization has unique business requirements, Entiera has built the ability to customize your view of the data available. Empowering you to make the critical decisions that you need to be effective in your job.

With the Entiera Marketing Platform, flexible visualizations allow users to create views that are specific to their requirements. Enabling the ability act decisively on the information presented to you. This easy to use interface means that whether you are a Chief Marketing Officer, a statistician or a campaign analyst, you can perform better in your role.

Resolve Data Paralysis

Marketing measurement is critical to determine the right expenditure on your marketing efforts and effectively allocate resources. The key to this effort is providing the organization with the right information at the right time and in the right language to highlight critical data for decisions. Entiera's marketing Platform enables you to view data in the way that you see it, so that you can make the right decisions for your business.

Whether you are an Analyst or Chief Marketing Officer, see the data you need to effectively manage your marketing efforts.

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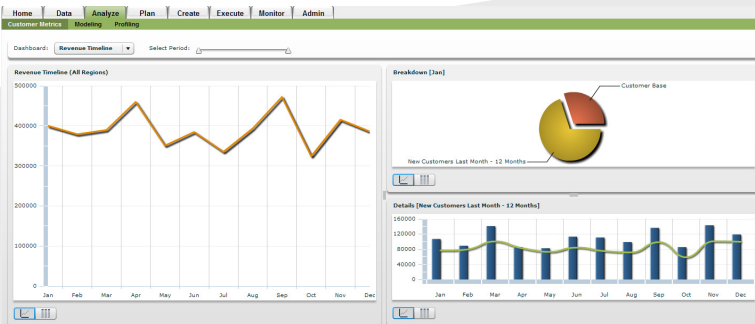
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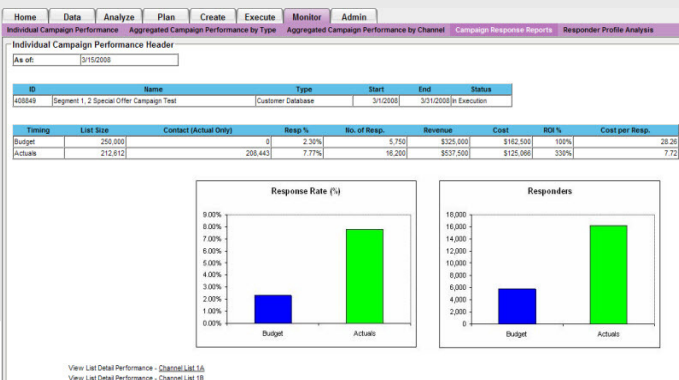
Reporting on KPI's

Marketing Dashboards are an effective way to manage the key performance indicators of your business. As a marketing manager, you are able to get a quick and accurate view of your marketing environment through a set of visual reports. All dashboards offer the ability to drill into specific reports to gain a deeper understanding at any time. An example is below:



Campaign Monitoring

Entiera Report provides a structured approach to monitoring and measuring your marketing activities. Data feeds from source systems that capture response and conversion go through an extensive allocation engine to infer the proper response across multiple channels. Graphical views of the results help to understand campaign performance quickly. Reports can be run in aggregate or down to an individual level to ensure a comprehensive view.



KEY FEATURES

Dashboard Reports: Create customized dashboards that provide you with the information that you need to make fast, accurate decisions.

Ad Hoc Reporting: Explore your data via an easy to use interface for creating cross tab and graphical reports.

Report Distributions: Distribute reports automatically via email, in PDF, Excel or Word formats.

Customized Views: Customize data views and dashboards by user to ensure that you have the data that you need to be successful.

Customer Profile Reports: Gain a better understanding of your customer base through our unique profile reports. These detail your customers vs. the Entiera Marketing Universe to provide you with a better understanding of how your customers look.

Campaign Monitoring: Instantly monitor the effectiveness of your marketing campaigns through a visual reporting design.

Integrated Reporting for a Cost Effective Solution

Entiera report is included in the base package of the Entiera Insight solution. This is unique in enterprise marketing systems. Having an extensive reporting and response allocation system integrated into the Enterprise Marketing platform reduces costs and time to analysis. The data is stored in a single instance so your reporting and campaigns run from the same data set. Source system data feeds are pulled once and loaded once for less processing time and expense. Finally, your IT staff is not burdened with building out and syncing multiple systems for reporting and campaign management.

Entiera Insight Marketing Platform is a one stop shop solution for managing your direct marketing needs. Delivered in a SaaS environment, we offer a faster time to market, lower cost of ownership and faster return on investment than traditional marketing systems.

About Entiera

Entiera is a premier provider of the industry's first On Demand Marketing Platform. The Entiera suite offers a comprehensive set of capabilities that include campaign management and automation, event based marketing, marketing analytics and modeling and direct access to the Entiera Marketing Universe, a comprehensive business and consumer prospect database. Entiera was founded in 2006 and is headquartered in Minneapolis, MN with offices in Providence, Denver, London and Bangkok, Thailand. Entiera services over 125 customers worldwide and is poised to revolutionize the Enterprise Marketing Platform industry.

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