YA Launches Guided Analytics Dashboards

Tools Allow Users to Find the Most Relevant Data on their Promotions

Minneapolis (PRWEB) October 09, 2017 -- YA, the industry market leader in delivering high-impact, omni-channel marketing promotions for the nation’s most respected brands, today announced that it has launched new Guided Analytics Dashboards that provide real-time insights on marketing promotions programs.

YA used client insights and feedback to develop the new Dashboards, which provide users with quick and easy access to all of their marketing promotions data, from top-line to in-depth details.

The Dashboards are designed to guide users to the exact information they need, offering various graphing widgets and color indicators to move the user toward areas of focus. Each indicator allows the user to drill deeper into the data and offers insights on how to adjust the program to improve effectiveness.

“Instead of waiting for reports, these guided dashboards move insight into our clients’ hands whenever and wherever they need or want the information,” said YA President and CEO Chris Behrens. “All information is tied to specific key performance indicators (KPIs) which can be based on historical program metrics or set by the client. The dashboards are also a key tool for planning for future programs.”

“We want our clients to have as much information as possible without experiencing the paralysis of having too much data to navigate,” said Tom Senn, YA Vice President of Client Insights. “In the drill-downs within the dashboards, we organize the data into groups, allowing them to easily compare offers and understand where they are achieving their highest return on investment.”

The new dashboards are part of YA’s multi-year technology upgrade that impacts virtually every aspect of the organization.

About YA

For 45 years, YA has been a leader in promotional marketing services. We deliver high-impact, data-driven, digital, social and mobile promotions, such as rebates and rewards, enter to win, referral and loyalty programs, to the nation’s most respected brands. With deep expertise across multiple industries, our end-to-end management of 3,500+ promotions each year creates tens of millions of consumer interactions annually. We then analyze these interactions to understand the drivers of consumer behavior. This makes us experts at turning even first-time customers into loyal brand advocates who take action, buy more and spread the word. For more information, visit: www.yaengage.com.
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