

4 Solutions to Operationalize Your Data

Interested in going further with your data analytics capabilities? Review these four tactics to improve existing workflows. Ranking each initiative by difficulty, benefits, and level of potential impact, this chart can help set a new course for your organization.



Incorporating Looker into Salesforce

- **Effort:** Low. Uses Looker API
- **Features:** Improved lead tracking through adding website user behavior statistics into Salesforce dashboard.
- **Impact:** Medium. Separate tool no longer required to analyze site data; sales teams work more efficiently.

Marketing Automation in Customer Database

- **Effort:** Low. Capitalizes on Looker's compatibility with email platforms.
- **Features:** Quickly build targeted email campaigns based on customer behavior. Promotions can be sent to customers who haven't made a purchase within a given period or have shown interest in a specific product or service.
- **Impact:** High. Establishes customer cohorts and saves manually exporting contact emails into automation platform. Uses automation to increase efficiency and improve customer outreach.

Custom eCommerce Applications

- **Effort:** Medium. Requires developer expertise.
- **Features:** Monitor product pricing data against competitors. Advertising campaigns can be updated to accordance with inventory data , preventing additional costs of ads running when product supplies are low or out of stock.
- **Impact:** High. Better responsiveness to customer needs; greater ad savings.

Vendor & Client Portals

- **Effort:** High. Requires design and development.
- **Features:** Offer dashboards with customer-specific branding and targeted data insights from Looker to reflect campaign or product performance. Could be sold as additional benefit to outside clients.
- **Impact:** High. Demonstrates value of your firm's services to vendors and clients. Introduces new revenue stream.