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Nomi

CRM Integration

Leverage enhanced segmentation to improve relationships with your best customers. You rely on your sales associates and front of house staff to transform first time visitors into loyal customers, but these people aren't data scientists and can't be distracted while helping customers. Provide your sales team with easy, actionable insight thanks to Nomi's intuitive dashboard.

The Nomi Marketing Platform offers:

- Predictive analytics to identify which prospects are most likely to purchase
- Enhanced customer segmentation based on both in-store and online browsing behavior
- Intuitive, aesthetic visualizations that clearly display actionable recommendations

In-Store Marketing

Get unprecedented insight into the performance of your store's end-caps, window displays and floor sets. Nomi Measure offers retailers the ability to quantify the impact of each initiative on customer behavior. Did a window display attract more first time visitors? Did an end cap drive more traffic to that aisle? By benchmarking the average performance of each location, you can quantify the success of each in-store marketing initiative and a/b test to improve results.

Closed Loop Analytics

In order to build a compelling case for the impact of your marketing efforts, you need to have a closed-loop reporting tool that monitors the entire conversion funnel from first-time prospect to repeat customer. Monitoring the anatomy of a sale from start to finish generates an overwhelming amount of data and it can be difficult to separate what is valuable from what is a distraction. Nomi's state of the art reporting tools help you easily identify which marketing efforts impact revenue and which do not. The Nomi Marketing Platform ensures you have accurate insights without requiring endless hours compiling data or building reports.

The Nomi Marketing Platform offers:

- A library of reporting templates to measure the impact of marketing campaigns
- Open API to easily integrate Nomi's data with your existing BI tools
- Intuitive visualization to illustrate trends at the individual campaign and aggregate level

Event Attribution

Calculate the ROI of offline events and sponsorships with clearly defined customer attribution. Events are a critical part of any brand building or demand generation effort. Whether you sponsor a sporting event or host a guest appearance at one of your locations, Nomi's event marketing software helps you accurately calculate the return on investment with unprecedented insight into your customer conversion funnel. Determine how many new customers each event generates and what percentage of these customers return again over time. This insight enables you to enhance customer segmentation and forecast lifetime value with greater accuracy.

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