

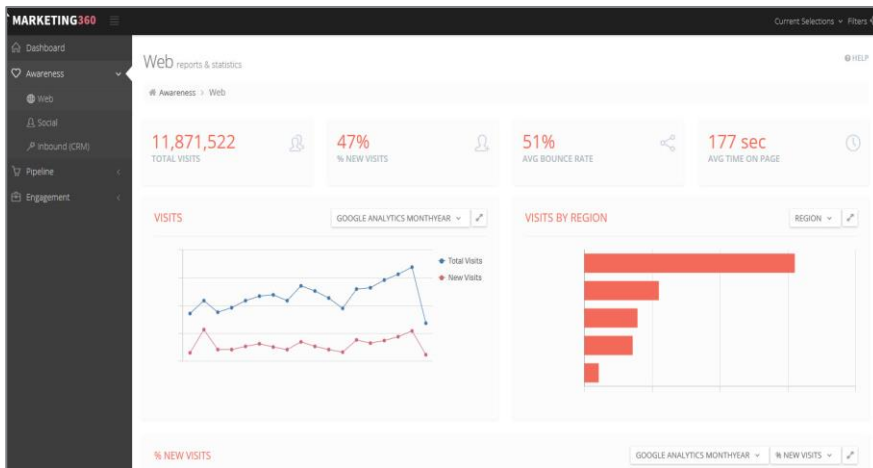


Qlik® for web analytics

Qlik offers data discovery capabilities that unlock the power of information for web analytics.

Increasingly, web channels are led by social CRM teams who are coordinating social activities and reaching out directly to the most influential members of their communities.

Web and social media has revolutionized the creation and exchange of user-generated content and conversations. The way that we communicate between organizations, communities, and individuals has changed and allowed for huge amounts of valuable, accessible data. With the Qlik® platform, organizations gain an integrated view across these web channels, increasing opportunities for improved brand awareness, reduced threats and costs, improved customer loyalty and sentiment, and increased revenue.



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Key solution benefits

Align web presence with customers

- Benchmark presence against competitors as well as identify marketplace shifts which rapidly occur across the social media environment
- Create a holistic view across structured and non-structured data allowing true data discovery to account for customer sentiment, behavior, and buying trends
- Optimize advertising strategies, utilizing accurate Klout scoring for content creation across numerous web channels

Qlik on Mobile

Qlik users enjoy complete data discovery and visualization, with the power of social media on-the-go.

- Rapidly create and deploy guided analytics applications and dashboards; including interactive analysis, rich visualizations, and the associative experience, anywhere, and on any device
- Easily tap into the power of Qlik apps on location
- Proactively manage web presence and continuous customer interaction
- Managers can understand what's happening with their business as it happens, instantly and securely

The result? Faster and more effective decision making.