



# ADVANCED ANALYTICS

AGENCIES THAT USE THE GOVDELIVERY COMMUNICATIONS CLOUD SEE A 10-POINT INCREASE ON AVERAGE IN THEIR OPENS AND CLICK THROUGH RATES. ADVANCED ANALYTICS CAN GIVE YOU GREATER INSIGHT INTO THE METRICS THAT MATTER WHEN IT COMES TO IMPROVING YOUR OUTCOMES.



## Why it matters:

- Demonstrate the value of your team and the right tools for the job with more robust data.
- Give your agency the ability to pivot quickly and respond proactively to forces rather than be in reactive mode.
- Increase operational efficiencies and engagement effectiveness by showing a roll-up of metrics by grouping i.e. account, directorate, program, project team rather than individual or topic.



## What it is:

- Get interactive, aggregated and visualized data for the GovDelivery Communications Cloud and Targeted Messaging Service:
  - Near live data
  - Interactive data exploration
  - Custom views and charts
- View your analytics more easily via Smartphone
- Allow analysts to receive reports on a set schedule -- saving them valuable time
- Leverage our powerful data API to integrate your communication data with your other reporting and analytics technologies
- See what's happening with communications across your entire enterprise



## How it works:

Harness the power of scheduled data streams to identify trends and make pivotal adjustments to communications operations in the following steps:

- The Granicus team will initiate a 30-day Implementation to configure and set up scheduled data feeds.
- A key component of the configuration is a powerful API to integrate engagement data with additional data sets and analytics tools.
- The new data will then have a direct feed to your data analysis and visualization tool, such as Tableau, for interactive data exploration.

For more information, please contact Granicus at [info@granicus.com](mailto:info@granicus.com).