



LSC Digital Analytics makes it easy for advertisers to run successful digital campaigns that increase ROI, with a dedicated team of media experts who are committed to the success of your campaigns

A vital component of all LSC Digital campaigns is our digital analytics solution. Powered by IBM's Core Metrics, our proprietary reporting, attribution and customer experience management approach offers a cloud-based solution that sets itself apart by providing marketers with the answers they need to increase ROI.

User Friendly Analytics:

By harnessing the power of digital analytics, marketers can go from analytics to action rapidly. Every visitors' digital journeys, across all marketing touch points and channels, even offline, can now be personalized with just a few clicks. Because we integrate analytics into all our marketing applications, we are removing go-to-market barriers and increasing revenues by targeting prospective customers in ways that increases acquisition and retention rates. It also improves multichannel strategy formation and implementation, and optimizes budget allocation and marketing mix, including email marketing, mobile marketing, display advertising and social media marketing.

Clean, Concise, Complete

Optimize all your digital presences and marketing channels with intuitive, flexible analytics and reporting:

- Real-time KPIs for marketers from Insurance, Finance, media, travel, telecommunications, B2B and many other industries
• Benchmarks and intelligence regarding the performance of your peers and competitors to help you uncover opportunities for growth and areas for improvement (provided using aggregated and anonymous data)
• Mobile device analytics with rich details on device types, capabilities, display sizes, and how visitors interact using multiple devices over time
• Convenient access to all vital marketing metrics from the web user interface, Excel, iPhone, BlackBerry, Android, Windows Mobile and more
• Globalization for languages and worldwide currencies

Get Started

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