

eMonitor

A Dashboard for your Data

eMonitor is a comprehensive, web-based reporting tool that helps you quickly and accurately make critical business decisions.

With intuitive graphs and an easy-to-use interface, eMonitor offers self-serve reports with instant insight into transactional data, lead scores and trends for eBureau's products. When you need to quickly understand the complexity of your data in a simplified manner, eMonitor provides direction to these important questions:

- Where are my highest quality leads coming from?
- Was there a sudden change in lead quality?
- How is my new lead source performing?
- What are the demographic trends of my highest performing leads?



Evaluate Lead Sources and Campaigns in Real-Time

For use with eScore, eVerify and eTarget, eMonitor offers you an unparalleled level of data transparency to clearly reflect the quality of your leads. With eMonitor's web dashboard, performance marketers and digital advertisers can:

- Summarize information from multiple sources or campaigns
- Verify strong lead sources, or identify where lead quality may be declining
- Analyze trends over time and adjust your business accordingly
- Identify and address anomalies that can help or hinder lead performance

Comprehensive Reporting of eScore, eVerify, and eTarget Results

eScore: Real-time reports on Lead Quality

- eMonitor tracks eScore performance across multiple dimensions such as time, lead source, and campaign.

eVerify: Analyze Verification and Contactability Trends

- eMonitor tracks eVerify's Phone Contact Score by lead source over time, letting you know which sources are providing you with the most contactable leads.

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eTarget:

- eMonitor reports on and summarizes demographic trends in your marketing campaigns in real-time, eliminating the need to run batch demographic appends separately.
- Gain real-time demographic insights on your leads through the identification of unique audience attributes (age, gender, HH income, marital status, home ownership, home value, years at residence, occupation, children present, years of education, geographic location)

eMonitor operates as a web-based service once you're up and running as a customer of eBureau. Across the board, eMonitor provides a detailed, analytical view of your data and is instrumental in helping you extract value from your lead sources and campaigns. Take control and start understanding the power of your data - today.

About eBureau

eBureau provides a powerful suite of predictive analytics and real-time information solutions to help consumer-facing businesses find their next customer. Supported by a robust data mining platform that aggregates massive amounts of consumer data, eBureau helps performance marketers and digital advertisers improve the profitability of their new customer acquisition efforts. Clients span numerous industries and rely on our Audience Targeting, Lead Quality Scoring, Contact Center Optimization and Risk Management solutions to make instant, data-driven business decisions and most effectively deliver relevant marketing messages.

