For marketers, implementing multi-channel campaigns, and generating cross-channel messages to reach customers across mediums and devices, typically means monitoring behavior across different platforms. As a result, performance reporting is separate too, contained within specific platforms. Viewing your website statistics means logging into Google Analytics or assessing YouTube data via YouTube. It’s detached, without giving you the ability to easily share insights.

Data-driven marketers need visibility of customer behavior and campaign performance across different channels, mediums, platforms and devices. They need an out-of-the-box analytics software solution – which is intuitive and allows them to easily manage day-to-day reporting needs – that enables all marketing data to be viewed, compared, combined and analyzed from one place.

“As a leading provider of digital internet marketing services across the globe, Yellowfin delivered a highly-customized, feature-rich dashboard reporting solution our customers love”

– LocalEdge Vice President of IT, Scott Strozyk

With more stakeholders in the marketing camp now, analytics software needs to be more accessible for non-technical members of the marketing team, enabling anyone to use data-based insights to make better decisions – without having to rely on assistance from data analysts or IT. Discover how Yellowfin was built with business users in mind, with easy-to-use features that help marketers solve their real-world data-to-day data challenges.

We do this by providing the most complete Business Intelligence (BI) and analytics platform on the market, which helps the whole organization work together to make better decisions. With Yellowfin, marketers are more empowered to leverage analytics software to monitor critical marketing metrics; combine, explore and compare multiple customer data sources; and tell compelling data-based stories about customer behavior. Even better, marketers and analysts can collaboratively work together in one platform to boost efficiency. Easily generate reports, gain visibility of all campaign data, and set-up and monitor tasks from within a single environment.

“The ability for end-users to easily access, understand and act on their critical marketing metrics made selecting Yellowfin a simple decision”

– komma GmbH Managing Director, Uwe Braun
Features made for Marketers

Access all your Data

Pre-built connectors and dashboards
Combine data from different marketing applications in a single view with out-of-the-box API connectors. Then, visualize data from your third-party sources – like Twitter, YouTube and Google Analytics – with pre-built dashboards to gain instant insight.

All your data in one place
Yellowfin lets you easily combine data from any source, database or application in one place for easy reporting and analysis. No matter whether it’s your company’s CRM, ERP or POS system – a third-party application like Google Sheets, or in the Cloud, Yellowfin’s got you covered.

Share your Insights

Broadcasts
There are certain reports that data-driven marketers need to review on a regular basis. But manually piecing the same reports together every week is a waste of time. Easily set-up a report once in Yellowfin, then schedule a routine broadcast to deliver that report – populated with live data – straight everyone’s inbox.

Discussion and Annotations
Discussion Streams let you begin a conversation about any of your marketing activities right alongside the related data itself. Attach or link to reports, charts or dashboards – or content such as video, images and documents – to help make informed decisions. Even add context to reports by annotating data points with third-party sources and human insights.

Storyboard
Easily build slideshow presentations that allow you to embed interactive reports and charts based on live data. Create the deck once, save, and set it to automatically refresh with next month’s data.

Streamline your Business Workflow

Alerts and Smart Tasks
If your delivery rates fall, you need to rectify the situation as soon as possible. Yellowfin alerts automatically notify you when data falls outside predefined thresholds. Better yet, Yellowfin Smart Tasks instantly assign a task to a relevant team member in order to address issues as they arise.

Task Management
Yellowfin’s Task Management functionality enables you to work with other marketers and data experts to generate better data-driven reports and insights. Easily raise and assign reporting tasks to be completed, track progress and collaboratively review reports before sharing with all the stakeholders.
Analyze with Ease

Auto Charts and multiple visualizations
Visualize your data fast with over 50 standard charts. Not sure which chart is right for you and your data? Yellowfin’s Auto Chart feature will instantly select one for you based on data visualization best practices. Compare multiple visualizations for the same dataset.

Drill
Exploring the data beneath critical metrics and KPIs is simple with Yellowfin. Easily drill down from high to granular level detail. Drill through to a separate associated report. Or, drill anywhere to any parameter within your dataset.

Guided report building
Yellowfin’s intuitive drag-and-drop report builder empowers marketers to quickly and independently answer urgent business questions that existing reports don’t address.

Forecast

Trend analysis and forecasting
Pinpoint trends and averages in your campaigns and data with ease. Forecast revenue or performance with a single click. Or, test different scenarios with Yellowfin’s ‘What If Analysis’.

Built with Marketers in Mind

We have the analytics solution capable of making you a leading data-driven marketer. So now it’s up to you.

Schedule a demo today to discover marketing analytics that can optimize your campaigns, boost ROI and demonstrate your results. It’s easy.

schedule a demo today

These customers started with a demo