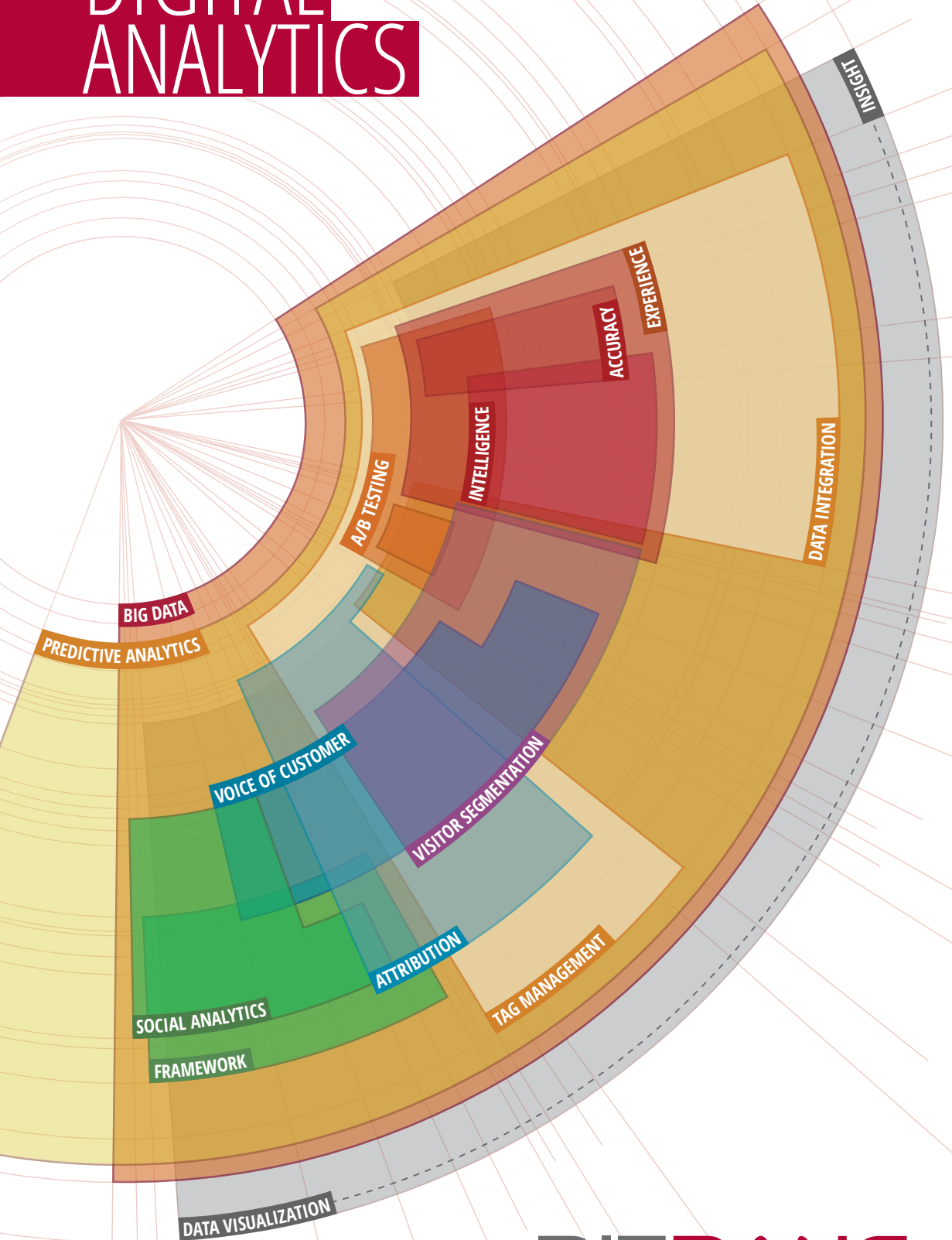


DIGITAL ANALYTICS



BITBANG

BITBANG

Working with enterprises across verticals, crafting customized solutions based on the top platforms in the digital analytics game

BitBang has provided digital intelligence and customer experience management consulting since 2003, offering a wide range of services enabling companies to create synergies between their online and offline worlds in order to improve overall business performance

BitBang can serve as the “honest broker” having a solid partnership with all of the analytics mega-players finding the best solutions

By not bringing its own products, and making its delivered value entirely dependent on the creativity and expertise it can bring to render the right analytical mix for every project, BitBang works for its customer's benefit

Our Story

BitBang is leader in Digital Analytics, Web Measurement Consulting and Customer Experience Management. BitBang's deep insight makes our company stand in a unique position in the market providing continuous support to companies in order to improve their business results. Solid foundations for success will originate thanks to our discipline, experience and capability as well as our consistent employed methodology that balance art and science



"Analytics is the intermediary between data collection and information understanding"

Analytics & Measurement

The Customer Journey analysis is fundamental to improve business and performance.

Customers don't follow a specific path when they look for a product or service and when they finally buy it, they start comparing offers and listening to other customer recommendations. Touch points and different channels are important but to take advantage of business opportunities, companies need to analyze holistic customer journeys. The starting point is to measure and analyze the digital patterns of the visitors along different granularities.

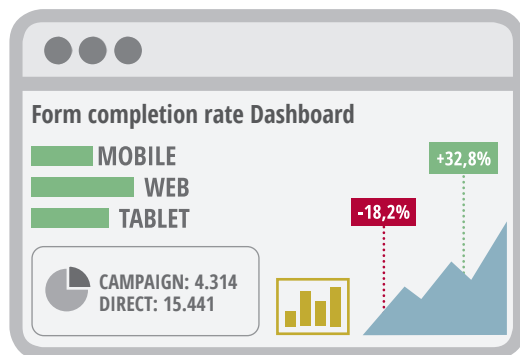
Our services include:

- Analytics Roadmap
- Business Requirements Definition
- Vendor Selection
- Implementation
- Tag Management & Auditing
- Quality Assessment
- KPIs and Reports Distribution
- Ad-Hoc Analysis
- Training
- Data Integration



Business Requirements Definition

The business requirements collection is an important point for the entire implementation process. BitBang helps companies to collect all the relevant marketing and business requirements and the IT constraints. When the business and IT requirements are clear and shared, BitBang suggests the most valuable solution and the implementation design.



Reporting & Ad-hoc Analysis

The reporting translates raw data into information in order to monitor the business, the deliverables include canned reports, scorecards, dashboards, alerts, monthly KPI. The Ad-Hoc Analysis follows a pull approach that includes deep analysis, presentations of key findings and recommendations



"You can manage what you measure but you need to set it up rightly"

Intelligence & Insight

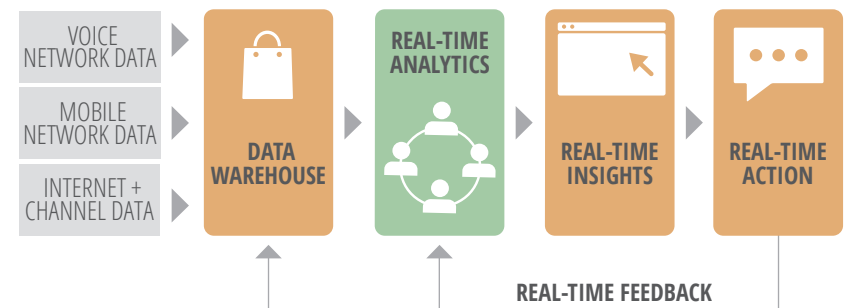
The first goal is to go beyond standard data silos structure and pull together people and data across functions.

Then the need is to focus on insights and recommendations to capitalize business opportunities. Our challenges are breaking company internal barriers and predict events not because it is easy to get data but because it is important to drive business decisions.

Our services include:

- Big Data Analysis
- Visitor Segmentation
- Attribution Analysis
- Functional Analysis
- Use Case Analysis
- Deep Dive Analytics
- Simulation & Modelling
- Multi-Channel Analysis
- Data Visualization
- Data Integration

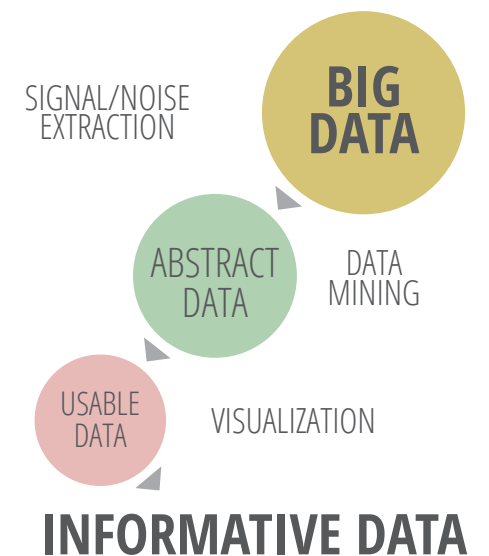
EVOLUTION OF CUSTOMER ANALYTICS



Big Data

Data available in the world are useful if there are people who can understand them, transforming them into information and then into action. When it comes to Big Data we refer mainly to 4 features:

- Volume:** the amount of data that you can collect and analyze is immense
- Speed:** the speed at which the data are generated and collected is very high (eg. Flow tweet)
- Variety:** the available data are either structured or unstructured
- Veracity:** the available data are complex and difficult to manage because of the extreme variety and indefiniteness in which you often find yourself working.





"The best way to identify your optimal content is to let your own visitors share their preferences"



"There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else"

Optimization & Personalization

Optimization and Personalization activities aim to unveil insights and characteristics of the traffic in connection to specific contents.

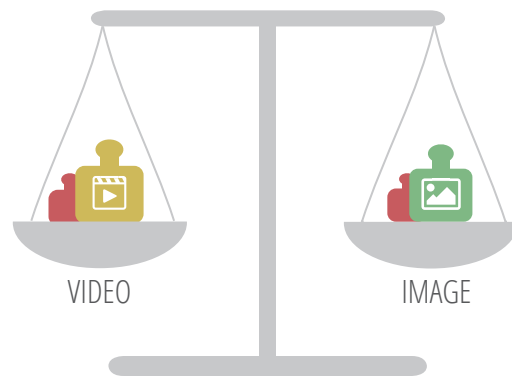
Website pages can be seen as a digital laboratory where visitors take part in experiments driven by companies in order to understand which version of the contents gets the highest conversion rate. Observing how real visitors interact with different contents is crucial to take decisions based on strong foundations instead of hypothesis.

Our services include:

- A/B Testing
- Multivariate Testing
- Landing Page Optimization
- Funnel Optimization
- Concept Design Assessment
- Behavioural Targeting
- Usability Analysis
- Data Integration

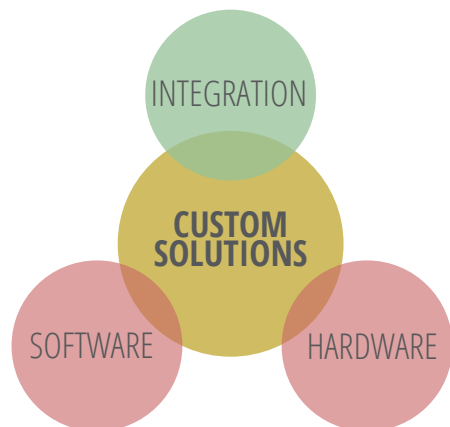
Advantages

BitBang can help you deliver the best message to the right audience at the appropriate moment. Tracking which version of a page generates more conversions allows us to determine how visitors react to alternative contents. Our objective is to enhance your Conversion Rate taking advantage of the best performing versions of your page and constantly refining the solution with follow-up tests.



Strategy

Our approach follows a strategic Roadmap to guide you through each step of the optimization process. Thanks to our experience we can support you with our Best Practice methodologies. BitBang's strategy is designed to gradually make you aware of the Culture of Optimization and to allow you to improve your Conversion Rate, test after test.



Voice of Customer

Customers want to talk to organizations in their own words at a time and place convenient to them.

They want to feel like their opinion matter every minute of every day, not just when organizations ask them. When customers share their voice in real-time with an organization, they expect the organization listens, acts and reports back to them.

Our services include:

- Customer Research Building
- Satisfaction Index Monitoring
- Loyalty Index – Nps Monitoring
- Categorization and Clustering
- Structured Data Analysis
- Unstructured Data Analysis
- Semantic Analysis
- Data Integration

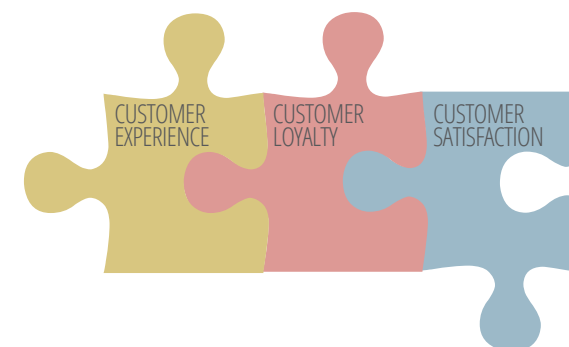


Customer Survey

A user pull mechanism with random respondent selection, specially designed to capture statistically significant changes in the audience of the site and in its satisfaction.

Customer Feedback

A user push mechanism which allows visitors to provide feedback anytime, anywhere via all available touch points.



Text Analysis

The key to deep analyze customer insights is text analytics, a data mining technique that examines text communications. Open text data are rich information about how the customer really feels.



“Driving effective marketing and business strategies by managing and analyzing customer data from social sources”



Exceptional performance means being faster than a user expects us to be”

Social Intelligence

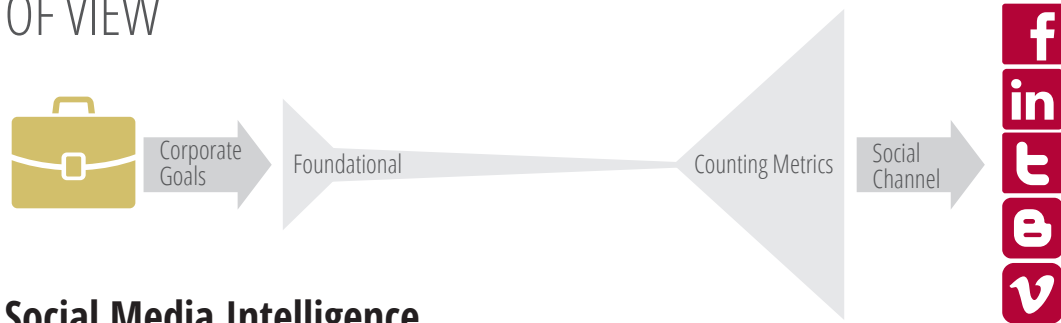
Social data generates rich qualitative and quantitative insights.

BitBang’s proactive and agile measurement practices support our clients driving their marketing and business strategy using the data that social media creates.

Our services include:

- Social Media Monitoring
- Social Listening
- Quantitative and Qualitative Data Analysis
- Social Intelligence
- Enterprise Reporting
- Platforms Support
- Data Integration

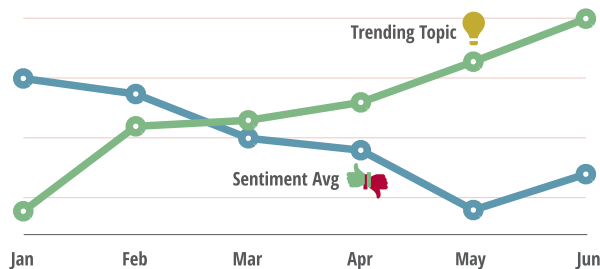
EXECUTIVE POINT OF VIEW



Social Media Intelligence

Our service in Social Media Analytics takes advantage of a well-established methodology and strong tools to search, collect and explain web conversations. The analysis we provide is both quantitative and qualitative.

Share of Buzz



Social Analytics Framework

The Social Analytics Framework offers a measuring and evaluating methodology to perform Social Media activities. It enables to understand clients/prospects behaviours, to test new initiatives and improve the overall effectiveness of Social Media Marketing activity.

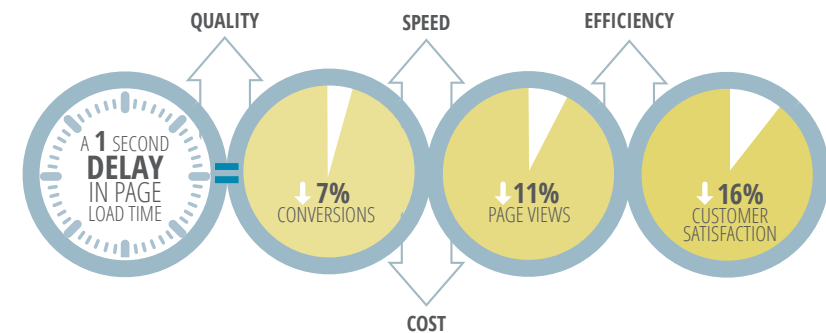
Customer Experience Management

Customer Experience Management is a highly diagnostic discipline which uses quantitative and qualitative data in order to give great visibility into the causes of visitor problems.

Joined with the Digital Analytics, Customer Experience Management provides answers to “What, Where, When, and Why” questions about visitor interactions and struggles on the Internet.

Our services include:

- Customer Behavior and Struggle Analysis
- Web Performance Assessment
- Active And Passive Monitoring
- Front End Optimization
- Real User Experience Monitoring
- Data Integration



Web Customer Experience

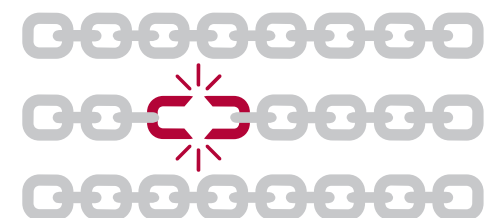
A bad navigation experience always leads to end user frustration, and can also badly affect brand reputation and revenue. In the actual high-competitive scenario of the Internet, high performances are not a “plus”, but a required standard.

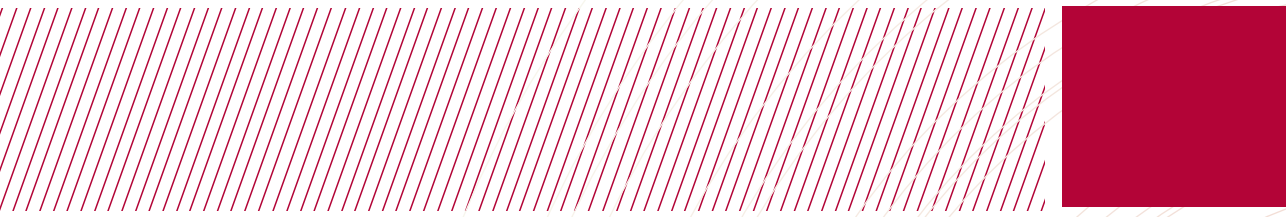
Real User Experience Monitoring

Collect client-side performance data on every visitor who visits the website and uses the applications, including native apps for iOS, Android, Blackberry and Windows Phone.

Web Load Testing

Web Load Testing leverages on cloud and real user machines to generate high traffic volumes from the Internet, to correctly evaluate performances from the end user perspective and also to identify bottlenecks and breaking points for all the components of the website.





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