

dynamic product

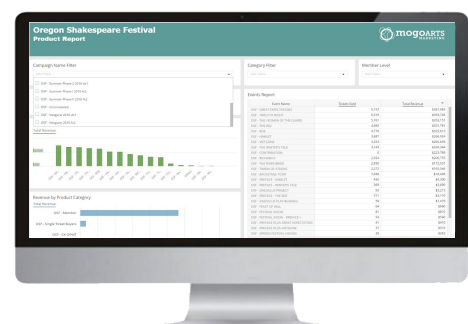
DASHBOARD

MogoARTS' Dynamic Product Dashboard empowers organizations to see what online audiences are buying.

Most campaign reports provide conversion and revenue reporting. However, these can leave out valuable details about your transactions, such as what was purchased, and by whom. MogoARTS' premium level Dynamic Product Dashboard fills this void by showing which events or products your patrons are purchasing and how they correlate back to your online advertising campaigns.

More Powerful than Google Analytics and Google Display Network

While Google Analytics can measure your patrons' engagement with your website, it does not include valuable reporting metrics for users that are exposed to a display ad and complete an online transaction (view-through conversions).



With Google's advanced DoubleClick technology, MogoARTS is able to provide comprehensive tracking, including what products, events or contributions were purchased - this includes the exact revenue amount for every online advertising correlated transaction.

Plug and Play Integration with Tessitura

Partnering with Tessitura Network, we've created a seamless process to pass data directly from Tessitura to your MogoARTS dashboard. We will handle the entire setup with Tessitura.

Track digital campaigns on these channels

- Display
- Search
- YouTube & in-stream video
- Direct buys
- Internet radio (Spotify and Pandora)

Drill Down and Filter By

- Campaign
- Event or product
- Product category or subcategory
- Date

Capture New Insights

- Create a better informed marketing strategy
- Track subscription, membership, & contribution transactions
- Track discounts
- Track subscribers/members, single ticket buyers, & donors

Elevate Your Digital Strategy to a More Advanced Level

- Bring new insights to your campaigns by understanding what type of audiences they attract.
- Develop a patron-level marketing strategy that focuses on growing the revenue potential of your new and existing audiences.
- Couple the Dynamic Product Dashboard with the MogoARTS' New-To-File Dashboard to take your digital strategy to new heights.

Ready to get started? Contact your MogoARTS Team for a demo today.
 Visit mogoartsmarketing.com/contact