

Sure Optimize

MARKETING INTELLIGENCE

Analytics Consulting Partner

We help marketing organizations analyze diverse data so they can improve customer experience, attract new customers, retain valuable customers.

Services Include:

- **Analytics Audit & Roadmap** - so you can create a successful analytics strategy that balances your unique business challenges with relevant data and resources.
- **Digital Analytics** - so you can understand your customers, deliver a better online experience and increase conversions.
- **Marketing Analytics** - so you can join diverse data to create detailed personalization, increase sales with customer segmentation and relevant promotions, and predict product demand.

Interested in using data to improve marketing?



David Curry
President, Sure Optimize
david@sureoptimize.com
(202) 618-9182

Case Study

300% Increased Revenue with Analytics

CHALLENGE

An online education provider invested in multiple marketing channels to increase product exposure. The decision to add more marketing activities required a way to track performance across all marketing, and guide decision-making throughout the initiative.

The online education provider hired Sure Optimize to analyze data from various systems to understand customer behavior and improve conversion rates.

RESULTS

Our solution improved the understanding of attribution and guided decisions to fine-tune marketing assets for specific use and increase conversions. The solution also combined diverse marketing data for continuous analysis that monitors KPIs and marketing performance.

Testimonials



Awesome Work!

Working with Sure Optimize has helped take our business to new heights by leveraging data-driven insights and ultimately helping to create a better experience for our customers.

- Matt Dancho



Beyond our Expectations!

“Sure Optimize helped us understand the importance of data, and taught us how to collect and use data to make informed decisions. These decisions have already made my business more profitable.”

- Brent Simpson



Great Work!

“Sure Optimize did a great job directing us through the appropriate product strategy. Their ability to keep technology aligned with our business objectives helped create a quality product. We are glad to have a reliable analytics advocate for our business.”

- Matt Webster