MAXIMIZE VALUE.
FIND INSIGHTS.
IDENTIFY OPPORTUNITIES.

Do you know what's working in your digital and mobile campaigns?

As you know, digital and mobile marketing are critical in business today. But do you know which specific tactics help your company grow — and which do not?

Track your campaigns to find the best digital mix.

Proper tracking and link tagging are key to attributing value to your digital and mobile efforts, and Hiccup can help you optimize every customer touch-point to make your marketing dollars work harder and smarter. We can even help interpret campaign performance reports and develop tactics to improve your results in paid media (paid search/display advertising) and owned media (including SEO).

Test the limits of your digital performance.

To maximize success, testing is critical — yet it's often a low priority for busy marketers. Let Hiccup ramp up your digital and mobile testing programs to help you uncover actionable user insights and crank up performance. And through our third-party partnerships we can offer premium tools to make testing extremely fast and effective.

Refine your web analytics for more relevant, insight-producing data.
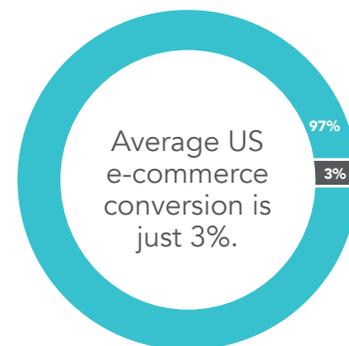
Web analytics can feel like drinking from a fire hose — with so much data, how do you isolate critical metrics? Hiccup can audit your existing web analytics to ensure you're accurately getting all data, from specific events (watching a video) to conversions (new customer sign-ups). We can also help build dashboards and reports to ensure the right people see the information they need — with no extra noise.

Find out how Hiccup Digital Analytics can help you get maximum performance.

To learn more email us at **info@hiccupny.com**.

5 ways we can help you optimize performance:

▶ **Improve conversion rates** through funnel path analysis

▶ **Boost click-through rates** with ad content testing

▶ **Drive qualified leads to the right pages** with search engine optimization tactics

▶ **Learn how customers interact** with your content via event tracking

▶ **Identify navigation pain points** with site search analysis

Average US e-commerce conversion is just 3%.

97%

3%

Hiccup can help you reach more of the untapped 97%.