

# Anteriad Analytics

**Prove what's working and secure the budget you need.**

Our analytics team helps Demand Gen leaders turn performance data into a revenue story everyone believes. See exactly what's driving pipeline, answer finance and sales with confidence, and unlock insights without adding new tools.



## The challenge

You're running programs across channels, regions, and audiences. Pipeline targets keep climbing. Every conversation with finance, sales, or the CMO comes back to the same question: what's working and where should we invest next.

**What's missing is one clear, trusted story that connects spend, audiences, and programs to revenue.**

## Case Study: Infinite Electronics

For Infinite Electronics, our analytics team became a core extension of marketing, supporting 12 brands competing for budget and attention.

**80:1**  
return on ad  
spend

**20%**  
revenue  
increase

**12**  
brands  
supported

## How it works:

- 1 Unify your data**  
We work with your team to consolidate campaign, CRM, and behavioral data. Then we resolve identities so that contacts, accounts, and stages align. You get one reliable view of performance.
- 2 Track program-to-pipeline impact**  
We map how your programs create revenue, from first touch to closed deal. The result is a clear picture of what's driving pipeline now.
- 3 Build the story leadership needs**  
We translate analysis into insights for Finance, Sales, and Marketing. Each group gets answers in language they understand, backed by one set of trusted data.
- 4 Double down on what works**  
Together we identify what to scale and what to stop. You leave with a focused plan and ongoing measurement support.

**Ready to prove what's working?**  
**Contact [sales@anteriad.com](mailto:sales@anteriad.com) to learn more!**