

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.

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.

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.

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 to learn more!