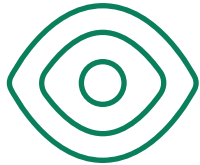




Blue Triangle

Marketing Analytics

Understand how your customers behave.



Visualize your customer journey.

Follow every path your customers take on your website. Guide your shoppers along the highest-converting paths and optimize the ones that cause drop-offs.



Track your campaigns live.

Analyze how your customers respond to your campaigns as soon as they launch. Find marketing and technical issues impacting your revenue so you can optimize your campaigns on the fly.



Understand your customers.

Track key marketing and engagement metrics by campaign, referral source, geography, visitor type (new vs return) and more.



Detect anomalies in real-time.

Blue Triangle automatically detects when there are marketing and technical issues on your site. Real-time alerts detail the problem and help you find a solution.

Visit bluetriangle.com to schedule a demo.