

# Menadena Introduces Client Dashboards for Online Analytics

*Menadena has partnered with Agency Analytics to bring an innovative client dashboard to clients to support their clients' exposure, growth, and brand loyalty.*

KEENE, NH, UNITED STATES, September 21, 2018 /EINPresswire.com/ -- Business analytics are notoriously difficult to track, especially when relying on multiple digital streams such as the Internet of Things (IoT) and platforms that utilize machine learning and automation.

For businesses looking to gather essential customer data, it can simply be overwhelming.

However, a company's ability to gather, synthesize and apply information in this "big data" format is becoming increasingly important to keep a competitive edge.

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*Ben Robertson*

That's why so many businesses are turning to business intelligence software to help them gather and comprehend the massive amounts of data at their disposal today.

Menadena is a leader in digital [marketing](#) and knows how important it is to provide business analytics tracking in an all-in-one reporting solution. The client dashboards are expected to strengthen client relationships by providing clients with a better understanding of their marketing return on investment in terms of conversions, exposure, and lead generation.

At Menadena, we know that marketing reports may come

from all kinds of different sources. But how is a business manager to know which is which?

Dashboards can help clients understand the ins and outs of a variety of digital marketing strategies, including:

- [Search engine optimization](#) (SEO)
- Bay per click (PPC)
- Social media
- Email marketing
- Call tracking



Menadena marketing analytics reports

With this particular dashboard setup, clients will find it simple to pull analytics data from multiple sources, including Google, Bing, LinkedIn, Facebook, Yext, CallRail, MailChimp, Instagram, and Twitter. The data is quickly gathered and integrated, then sent to the client via easy-to-read marketing reports that come complete with actionable insights.

"We looked around for months before finally coming up with the right solution. Marketing reporting is changing fast, and we wanted to find the best solution at the best price. It paid for itself in the first month in terms of client satisfaction. Our customers gained immediate insights that impacted not only marketing but operations." – Ben Robertson, owner, Menadena

## About Menadena

Over 10 years ago, Ben Robertson of Keene, New Hampshire, decided that he wanted to help companies experience unprecedented growth, so he came up with Menadena.

At Menadena, we have a passion for storytelling. And we know that great storytelling leads to exceptional connections.

We're happy to connect with leaders in this arena and find innovative strategies that bring you the marketing ROI that you deserve.

Menadena welcomes new clients from all industries and from anywhere around the world. Moreover, we're ready to welcome new clients today.

Want to know more about Menadena, or this partnership? Schedule a free consult now. The best way to get started is via our website, where you can schedule an appointment or submit an inquiry immediately.

We're looking forward to hearing from you!

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