Centre Block

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Data Analytics VS CentreBlock

Data Analytics tools (such as Google Analytics) are tools with which you can analyze traffic on your website by means of standard dashboards. You can analyze where your visitors come from and what they do in a general sense on your website. Measuring traffic on sites is nice but doesn't say everything. If you travel from A to B, the number of other travellers on the road does not tell you whether there will be delays; You need more information to know what their impact is, on your journey. Traffic at page (or site) level alone says very little about the intention of the visitors. We like to talk about the 'impact' that a visitor makes on your platform. Without being able to find out what the purpose of the visitor was, which led to the traffic, it is also difficult to draw conclusions for sales and marketing purposes. With the CentreBlock algorithm, it is possible to find out at a glance what this impact is. Our measurement code is applied to every desired click. This adds up to a very detailed visitor profile from which conclusions can be drawn directly for sales and marketing purposes. Measuring whether something has led to a conversion is easy. Measuring which visitors have just not done this, which visitors are still going to do this or not at all is more difficult and only possible with CentreBlock.

With our unique and patented impact score, we can provide you with answers immediately. This allows you to run marketing campaigns many times better and more efficiently. Not every customer or website is the same. For this reason, we offer custom-made reports. We listen to your wishes and questions and translate this into the best dashboard or visual. These dashboards can be automatically forwarded to your e-mail account or Microsoft Teams environment. This way, the most up-to-date information is automatically available to your organization and team members. In addition, CentreBlock can be used in multiple ways; On web or app, cross-platform or on two different sites. Everything can be brought together within CentreBlock and visualized as one.

The advantages of CentreBlock at a glance

Measure traffic but also impact of your visitors, campaigns, pages and site(s)

➤ Find out the intention of your visitors

➤ Run more efficient, cheaper and better marketing campaigns

➤ Receive custom-made reports, designed to your liking

➤ Have the reports automatically forwarded to your MS Teams environment

➤ Crossplatform and/or cross-app