Turn Your Analytics Into a Profit Center

For Media Companies

GoodData enables large media companies to create business-friendly analytics for key internal teams, partner brands and advertisers that help to improve transparency of content performance and focus various channel investments in order to increase the profitability of all content published through their channels.

Increase Visbility into Content Performance

Connect the dots between all digital channels - both owned and affiliate - to provide a cystal clear view into how and why your content is influencing top line revenue.

- Provide detailed visibility into content consumption across all channels
- Compare engagement trends across various content types to improve future projects
- Benchmark performance of content across similar markets

Improve Channel Investments and Audience Acquisition

Compare audience demographic and engagement trends to improve content quality, sharpen placement and promotional strategies, increase audience acquisition and ad revenue.

- Understand how consumer demographics vary by geography, device and content type
- Use consumer engagement and behavior trends to fine tune various channel investments
- Provide recommendations to improve content placement and increase audience acquisition

## Create Defensible Value for Advertising Partners

Give your advertisers data-backed recommendations that maximize their media spend and boost their audience engagement.

- Leverage detailed audience segmentation to provide better targeting for advertisers
- Provide benchmarks based on previous campaigns to maximize revenue for future placement
- Automatically calculate ROI and revenue sharing to prove immediate value to partners

Unmatched Scale and Time-to-Market

Accelerate your success with the proven go-to-market expertise of the GoodData team. With enterprise security, scalability, and 99.5% SLAs, GoodData gives you the confidence to get to market in weeks, not months or years.

- GoodData's business architects conduct deep dive go-to-market session with business network owners to build the best product, pricing and packaging
- Award winning support, services and account management teams ensure ongoing product innovation and success
- Technical implementation teams help you get your MVP to market quickly and iterate regularly
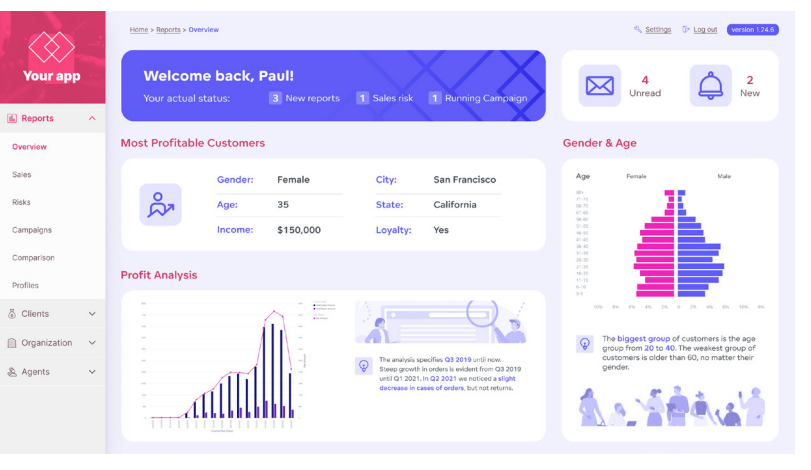
Leader

in 2015 Gartner Magic Quadrant for OEM BI,and 2015 Forrester Cloud BI & Analytics Agile Business Intelligence Wave

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weeks average time to market

About GoodData

Want to learn more about how GoodData can enable your business growth via analytics?

Schedule a demo

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The GoodData advantage

Business:

1. One platform for all: internal teams, client companies, external partners
2. Self-service visualization for business users
3. Your own branding
4. Predictable pricing to suit your business, no pay-per-user
5. The highest data privacy and security certifications

Technical:

1. Automated scaling to different departments and companies
2. Embedded dashboards in your application or software product
3. Streamlined multi-tenant change management
4. Abundant data-source options
5. Fully hosted or deployed as a container in your private or public cloud (on premises)