Our services

Marketing Analytics

HOPMANN

Marketing Analytics

Our services for your Marketing success

We are your strategic partner for data-driven Marketing that delivers measurable results. Our mission: a noticeably better performance in Marketing and Sales. By combining deep expertise, clear strategic thinking, and hands-on technical implementation, we lay the foundation for smarter decisions, more effective campaigns and long-term growth - all

based on Data Analytics. Every day, our consultants tackle complex challenges for Marketing and Sales teams in large enterprises and mid-sized companies – with heart, insight, and a genuine passion for what they do. Discover how we turn your data into meaningful insights:

01 Marketing Data Strategy

Use your data strategically to achieve your corporate and Marketing goals. With almost 20 years of experience, we are your ideal partner for analysing organizational and technical setups, uncovering optimization potential, streamlining processes, becoming "data-driven" and successfully implementing change management.

02 Marketing Technology

The Marketing technology landscape is extremely diverse, and the range of options and tools can be overwhelming. Our experts provide you with individual and goal-oriented advice along the entire Marketing tech stack - from tool selection to successful implementation. Our experts design and deploy digital architectures, analytics tools, (composable) CDPs, CRMs, campaign solutions and much more.

03 Analytical CRM

With an analytical CRM, you can analyze consumer behavior and optimize your customer relationships - for a better understanding of your target group, increased customer loyalty and satisfaction as well as less churn. Whether customer lifetime value (CLV), target group segmentation, churn forecasts or activation strategies - our data specialists help you to use your customer data strategically, from segmentation to activation.

04 Marketing Data Stack

An efficient Sales and Marketing data stack integrates, organizes and visualizes data from relevant sources to deliver key insights. Our team has in-depth experience with integrating, organizing and visualizing data in modern platforms. They are not only experts in SQL, data-bases, ELT/ETL processes and Marketing dashboards, but also ensure that your business needs are aligned with your forward-thinking data infrastructure.

05 Marketing Science

By combining data science, industry knowledge and an in-depth understanding of Marketing and Sales, you receive reliable results for the future. For example, you can predict the incremental success of brand and lead generation campaigns or determine the ideal budget allocation for maximum impact. Our data scientists help you with future-proof analytics for your customer acquisition, branding and overall business performance. They transform complex analyses into understandable, data-based statements.

06 Dashboards & Reporting

Visualize your Marketing data with high-quality Marketing and Sales dashboards in your company and act on your insights into campaigns, press releases, Sales promotions, etc. on a daily basis. Our dashboards provide you with clear, concise insights into your KPIs - for better decisions, faster actions, increased competitiveness and more transparency within the team.

07 Digital Analytics

With digital analytics, you lay an important foundation for more data-driven decisions in Marketing. From the analysis of website visits, user behavior in apps and e-commerce conversions to the seamless integration of other data sources for the full picture - we support you with tailor-made approaches and in-depth expertise in leading technologies and frameworks. Find out which of your channels are really performing, where your users are dropping off and how to allocate your budget in the most efficient way.

08 Customer Data Platform (CDP)

A CDP bundles customer data from different sources and overcomes data silos - across channels, in compliance with data protection regulations and efficiently. With our help, you will transform fragmented information into a holistic customer picture that you can use to activate existing potential in an automated way. Whether personalized product recommendations in the online store, dynamic content on your website or automated email campaigns - a CDP enables more relevant communication along the entire customer journey.

09 Marketing Efficiency

Increase the efficiency of your Marketing activities without investing more. With clear analyses, optimized processes and data-supported planning, we help you to achieve your goals faster and more cost-efficiently and with minimal effort. For almost 20 years, we have been helping international companies to allocate their Marketing resources more effectively - for example through automated campaign analyses, improved budget allocation or the identification of low- and high-performing measures.

10 AI support in Marketing

Only because everyone is using artificial intelligence doesn't mean it makes sense everywhere. We help you to identify the real added value of AI for your specific use cases in Marketing and Sales. With a critical eye, profound methodology and our consultants' in-depth industry knowledge, we use AI where it can really advance your goals and increase your efficiency - be it in the intelligent combination of human expertise and machine algorithms or the optimization of Marketing processes.

Marketing Analytics Trainings

Get in shape for your data with Hopmann Academy! Our industry experts will show you how to maximize your Marketing and Sales data and unlock valuable data treasures in your company with hands-on courses. From tool trainings for Tableau, Power BI or Google Analytics to dbt, building a Marketing data stack or hybrid project management. We help you with individual in-house training courses wherever you need support.

Find out more about our training courses ▶

[More about marketing analytics ▶](#)

[Our business analytics services in detail ▶](#)

About us

As a boutique consultancy, we support corporations and mid-sized companies in making purposeful use of their data – backed by nearly 20 years of experience in Marketing and Business Analytics. We start with your goals and build solutions that work in everyday business: from strategy and technology selection to data warehouses, reports and scientific forecasting models. Our Audits, workshops and hands-on training sessions enable confident, data-driven decision-making for your teams. You benefit from our dedicated consultants who think ahead, act with an entrepreneurial mindset and deliver results with a lasting value.

[Details: www.hopmann.com ▶](#)

We are happy to consult you individually according to your needs!

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