

M&S and SEAT first with live marketing data app

M&S and SEAT are among the first group of companies to take advantage of Status, which has been developed by Inspired Thinking Group. Status is a live dashboard app that gives a complete up-to-the-minute overview of all their sales and marketing activity.

(PRWEB UK) 16 May 2016 -- M&S and SEAT are among the first group of companies to take advantage of a live dashboard application that gives a complete up-to-the-minute overview of all their sales and marketing activity.

Status was developed by marketing technology and services company Inspired Thinking Group (ITG) to enable marketers to track real-time multichannel campaigns and ROI from any desktop or mobile device. It combines and displays real-time data from any platform the company can access, including live data from all its agencies. It extends the considerable real-time information already offered by ITG's Media Centre marketing automation platform.

Media Centre manages the marketing operations of major retailers and brands across Europe, including Puma, Sainsbury's, Audi, Boots, BT, KFC and Pizza Hut.

Simon Ward, CEO of Inspired Thinking Group, said, "As well as controlling assets, campaigns, procurement, supplier quotes, store allocations and much more, Media Centre also provides full reporting functions on all marketing activity.

"By combining this data with live feeds from any source and presenting it in an intuitive graphical way, Status gives marketers live information on all global activity to enable them to make the most informed decisions possible. Status is the glue that holds all their live data together."

Tracking live feeds from every marketing channel to calculate real-time ROI, the platform-agnostic Status pulls in data from numerous sources, including Twitter, Facebook, SAP, Google Adwords, Google Analytics and Campaign Monitor.

Marketers can gain an instant overview of all activity, access data on any channel or campaign, or drill down to a granular level to view clear and detailed real-time activity and ROI information, enabling them to be extremely agile. Information can be accessed from anywhere via mobile devices, ensuring the latest information is always just a few clicks away.

The app will be rolled out to Media Centre customers initially, before being made available as a standalone application for all marketers.

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Simon Ward is CEO of Inspired Thinking Group and former Commercial CEO of SP Group, a part of St Ives Group.

For further information or images of Status, or to arrange an interview with Simon Ward, contact Denise Haskew on + 44 (0)121 748 9950 x2174, email [denisehaskew\(at\)inspiredthinkinggroup\(dot\)com](mailto:denisehaskew(at)inspiredthinkinggroup(dot)com)

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