INTRODUCING

CANECTO

WE HELP YOU CONVERT USERS

www.canecto.com

AUTOMATED WEB & SOCIAL MEDIA ANALYTICS

Canecto has automated the web analytical process. We track, analyze and predict customer behavior through artificial intelligence. This enables us to give our customers data-driven and intelligent insights and recommendations.

WE CREATE REAL BUSINESS VALUE

Canecto is a valuable tool for professionals in various professional roles. The majority of our users are marketers, content creators, website designer, UX and UI.

We differentiate ourself from other web analytical solutions by supporting our customers in the decision making process of how to improve their website and marketing strategy.

We don't just present your data - We make sense of it for you

We enable individuals and teams to work across disciplines. Additionally, we give recommendations on how to spend their time, money and effort for the specific business in order to convert more users.

WHAT DO WE OFFER?

FEATURE OVERVIEW

We offer our users a full package of all the necessary analytical features.

1. Social Media Analytics

2. User interest Analytics

3. Traffic Analytics

4. User Journey Analytics

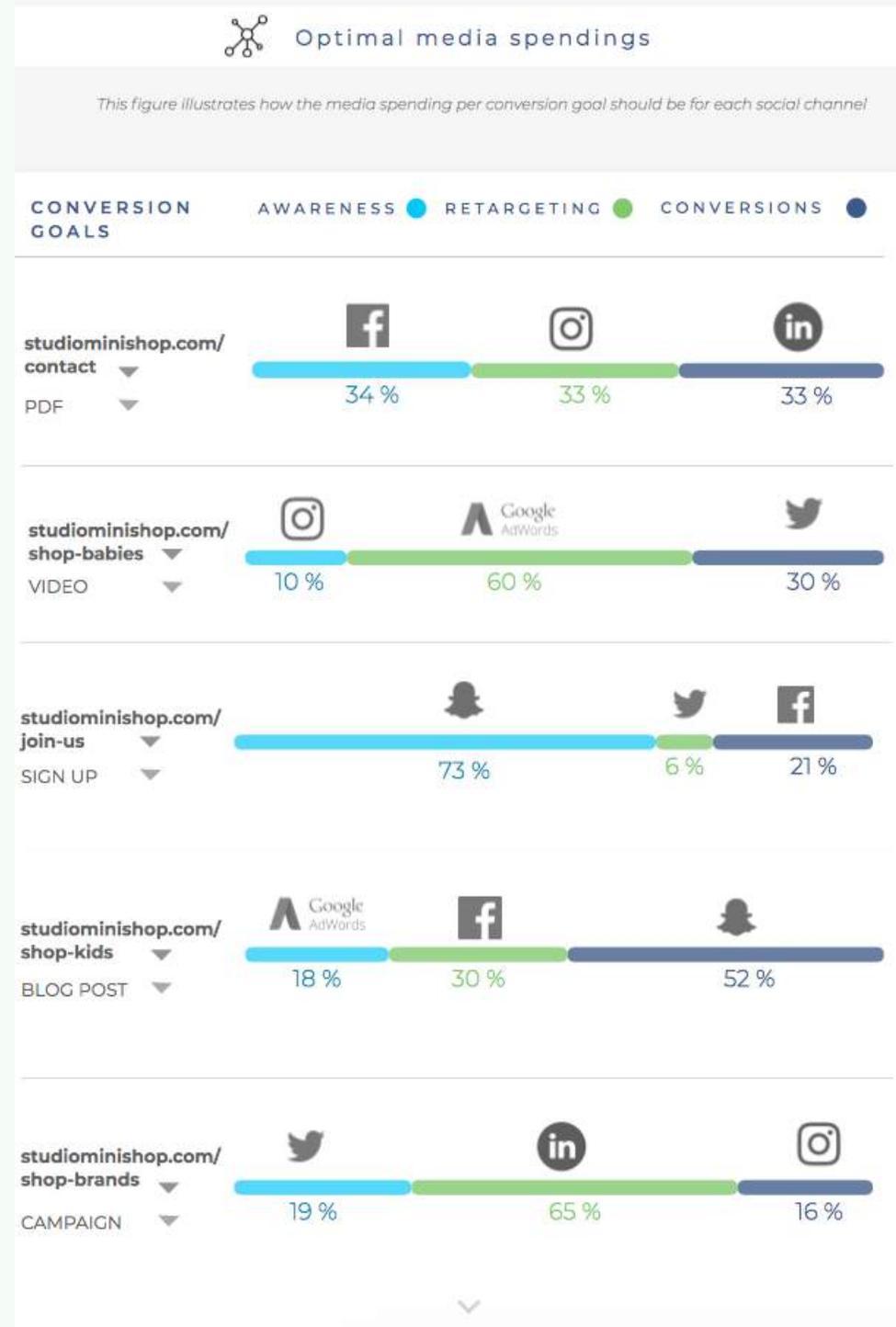*The main categories above all contain several fearures.*

SOCIAL MEDIA ANALYTICS

We present data-driven insights on the effectiveness of social media advertising and efforts.

We give recommendations on how companies should divide their social media spendings in order to convert the most users possible.

We provide a transparent picture of how any given company's marketing strategy really should look like.
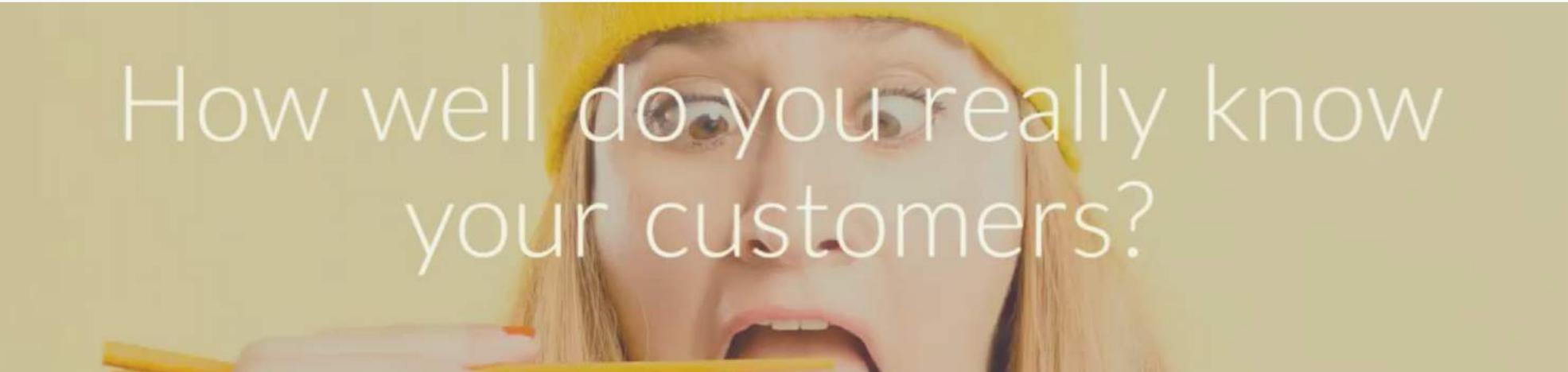

Optimal media spendings

This figure illustrates how the media spending per conversion goal should be for each social channel

CONVERSION GOALS	AWARENESS ●	RETARGETING ●	CONVERSIONS ●
studiominishop.com/ contact	34 %	33 %	33 %
PDF			
studiominishop.com/ shop-babies	10 %	60 %	30 %
VIDEO			
studiominishop.com/ join-us	73 %	6 %	21 %
SIGN UP			
studiominishop.com/ shop-kids	18 %	30 %	52 %
BLOG POST			
studiominishop.com/ shop-brands	19 %	65 %	16 %
CAMPAIGN			

USER INTEREST

User interests change rapidly and it can be hard for marketers and content creators to keep up. Our software lets you know what content help convert customers and what might have the opposite effect. This information is vital when creating new content and improving your website.

TRAFFIC ANALYTICS

The traffic analytics provides an overview of all the necessary traffic data.

Furthermore, it gives recommendations on which target markets are more likely to convert based on user behavior.
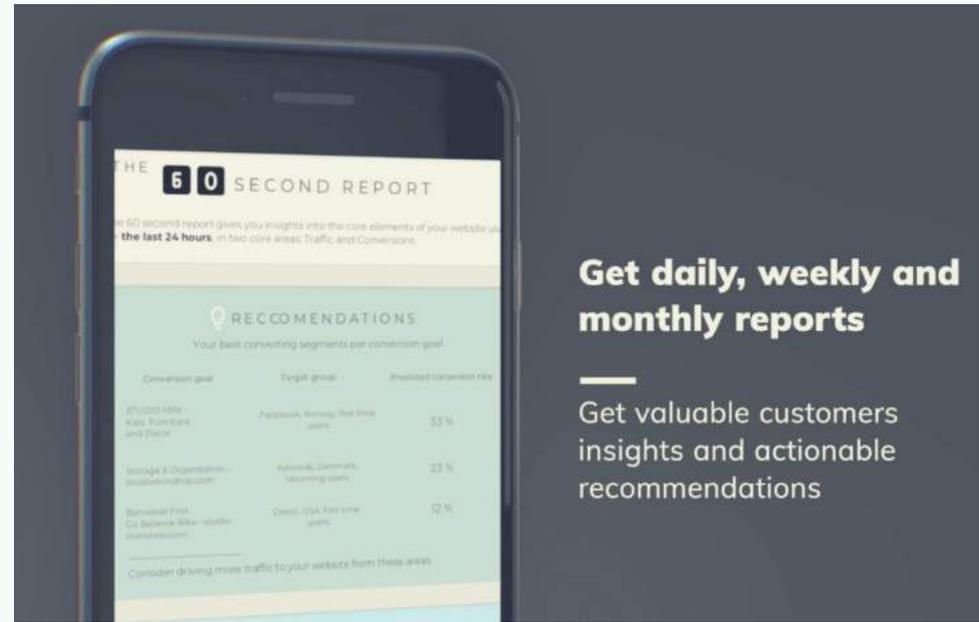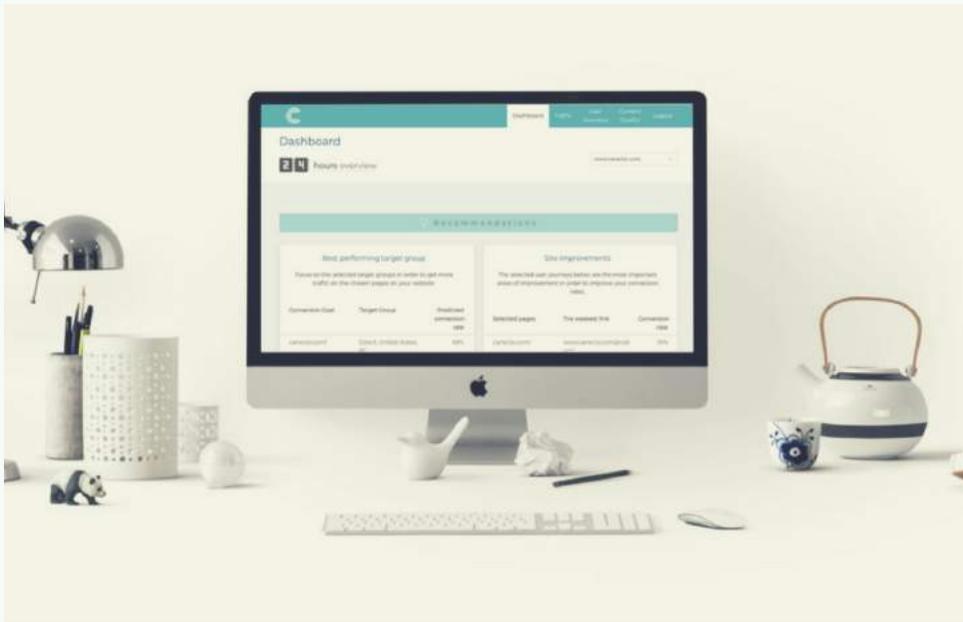
Allowing companies increase their conversion rate.

USER JOURNEY

The user journey feature provide companies with insights on where their user journey is lacking. We let you know where to improve the user journey in order to improve the conversion rate. Further, it tells you the weakest links on your website. Improving the navigation and website flow will help convert more users.

ONLINE DASHBOARD

All of our customers have access to an online dashboard where they can get an overview of all their data.

It is possible to have several log ins so multiple people at the company can access individual information.

AUTOMATED REPORTS

Customers receive automated reports. The daily report gives a brief overview of the most important changes the past 24 hours.

The weekly report provides in-depth insights and recommendations.

CONVERT MORE CUSTOMERS

AGENCY SOLUTION

There are a lot of reasons why agencies may advantageously use Canecto's service.

1. Manage all customers data in one place: Agencies can access all their clients websites data from the dashboard

2. White labeled reports: All reports can be white labeled with the agency's or their clients logo

3. Helps retain client: Canecto allows agencies to build a strong relationship with their clients.

4.Make more sales: The data-driven insights and recommendations enable agencies to create more sales opportunities.

5. Offer a state of the art solution: Canectos software is patented and unique allowing agencies to differentiate themselves from competitors and provide an excellent service.

6. Reduce expenses: Agencies can save a lot of time and money by automating their analytical process and reports.

THANK YOU

CANECTO

GET IN TOUCH!

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