

Accurately understanding return on investment is the holy grail of marketing

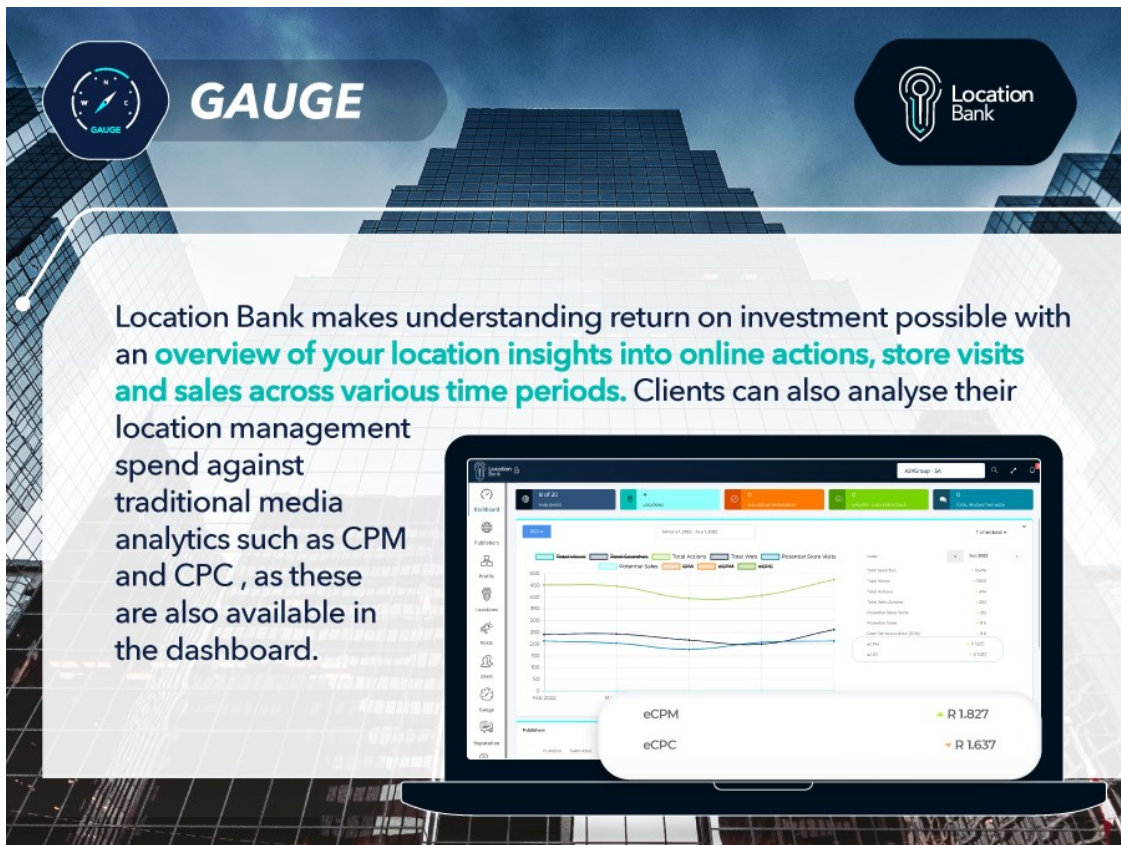
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Location Bank has always considered return on investment to be the ultimate goal of marketing, so we have always put our clients' ROI at the centre of our efforts.



This is why Location Bank's Gauge Analytics is a tool you simply cannot do without: it offers you the quickest, easiest way to obtain multiple views of your location data, providing insights in real time.



GAUGE

Location Bank

Location Bank makes understanding return on investment possible with an **overview of your location insights into online actions, store visits and sales across various time periods**. Clients can also analyse their location management spend against traditional media analytics such as CPM and CPC, as these are also available in the dashboard.

The dashboard displays a line chart for 'Potential Store Visits' and 'Potential Store Sales' over time. It also shows a table of metrics including 'eCPM' (R 1.827) and 'eCPC' (R 1.637).

Gauge allows you to accurately track your ROI and at the same time, makes it possible for you to keep track of your competitors, enabling you to compare your own performance in terms of search results against that of your rivals.

Simply put, Gauge allows you to slice and dice location insights and make your data work harder for you.

[Click to see an overview of Gauge](#)

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