BIZGO
Marketing & Reporting

Multiple Data Sources in One Dashboard

Our tool is designed to help you make data-driven decisions. You can analyze, create forecasts with the world's leading analytics platform.
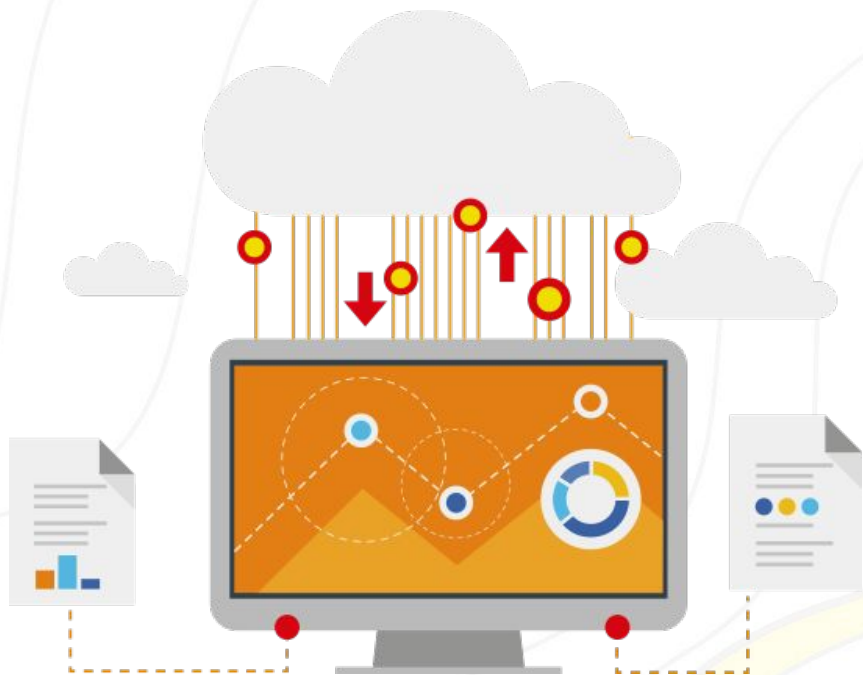
Prepared by:

Thrive

More Data More Sales

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What is BIZGO

The world's leading analytics platform

BIZGO is a cloud-based analytics platform, which helps business owners integrate a wide variety of variables from different campaign data sources.

BIZGO helps people see and understand data, prepare reports and monitor the traffic growth from PPC channels, organic campaigns and social media. Our platform is transforming the way businesses use data to solve problems and face challenges.

Ease of Use

People can see and understand data and its variables using our platform

You can integrate BIZGO with various data sources, such as Twitter, Facebook Ads, Facebook Page, Ahrefs, Google Search Console, Google Analytics, Google Ads and many more.

Use BIZGO to get access to all campaign data, speed up report generation, send reports, and present data clearly.

Who is BIZGO for?

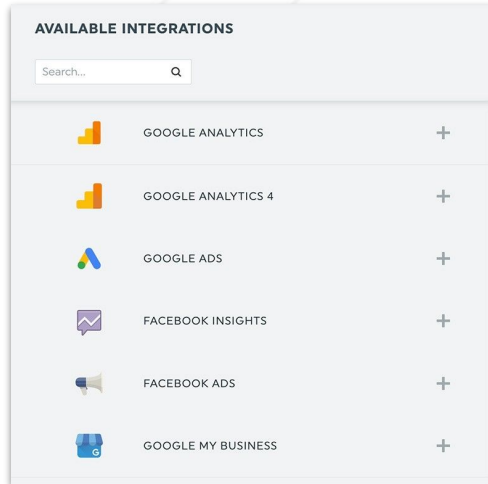## BIZGO is designed for companies of various scales

1. Companies or organizations with in-house marketing teams that use various marketing platforms to monitor the growth of organic and paid traffic (via PPC, Facebook Ads, IG Ads, LinkedIn Ads).

2. Digital marketing agency that requires BIZGO function to monitor digital campaign performance for clients.

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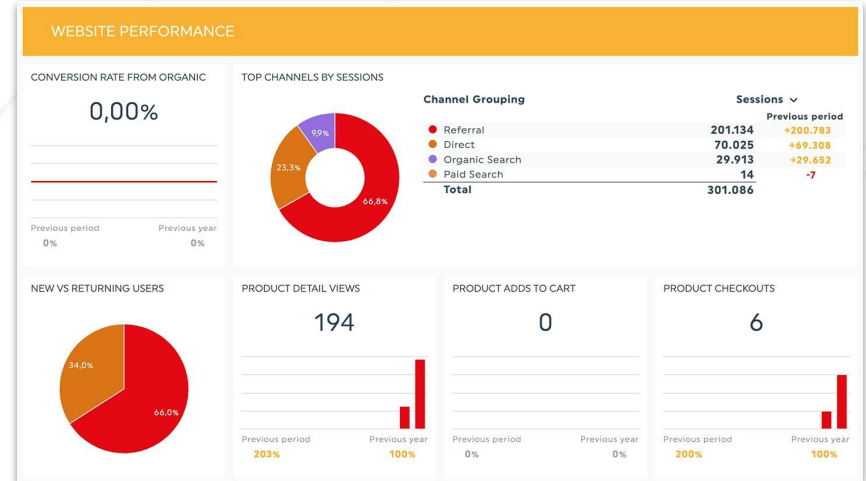# Integration with PPC Ads

Monitor Ad Progress

Are you running a paid traffic campaign? BIZGO will present an analytics dashboard from which people can pull data from various sources such as Google Ads, Facebook ads, Instagram ads, Twitter ads, LinkedIn ads and many more.

GOOGLE ADS CAMPAIGNS

COST	APPOINTMENTS FROM PAID	CLICKS	COST PER CLICK
587,402,348.00	22,237	548,060	$1,071.78

COST PER APPOINTMENT

$26,370.48

Previous period   Previous year
2%   11%

Previous period   Previous year
-17%   3%

Previous period   Previous year
-26%   -38%

$0.00 $1,888.5

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AVAILABLE INTEGRATIONS

Search...

	GOOGLE ANALYTICS	+
	GOOGLE ANALYTICS 4	+
	GOOGLE ADS	+
	FACEBOOK INSIGHTS	+
	FACEBOOK ADS	+
	GOOGLE MY BUSINESS	+

WEBSITE PERFORMANCE

CONVERSION RATE FROM ORGANIC

0,00%

Previous period 0%   Previous year 0%

TOP CHANNELS BY SESSIONS

Channel Grouping		Sessions ∨	Previous period
● Referral		201.134	+200.783
● Direct		70.025	+69.308
● Organic Search		29.913	+29.652
● Paid Search		14	-7
Total		301.086	

9,9%
23,3%
66,8%

NEW VS RETURNING USERS
34,0%
66,0%

PRODUCT DETAIL VIEWS
194
Previous period 203%   Previous year 100%

PRODUCT ADDS TO CART
0
Previous period 0%   Previous year 0%

PRODUCT CHECKOUTS
6
Previous period 200%   Previous year 100%

Create Automatic Report

Our platform is designed with simplicity in mind. Simply connect BIZGO with each paid campaign source - you mention it! - and let the platform work to generate the data to be analyzed later.

Easy Way to Track KPI

Use our platform to monitor KPI (Key Performance Indicator) from every traffic source, empowering people to make the most of their data.
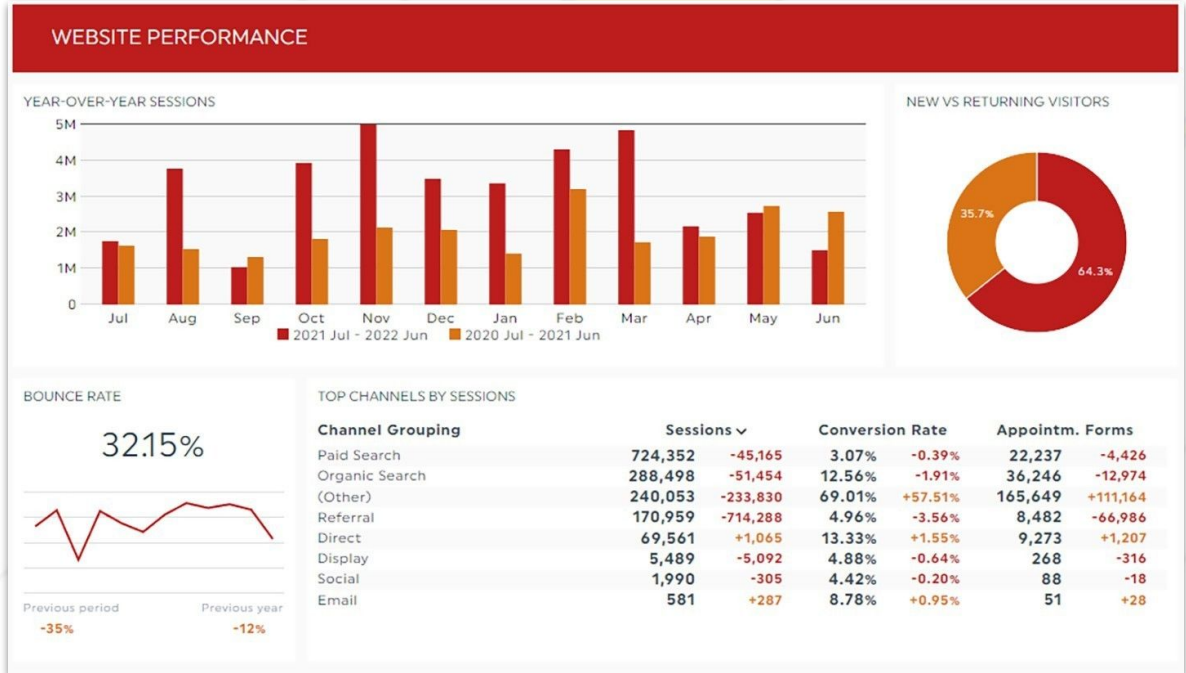
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Personalize Report Templates

Add logos, colors and more to reports. Create reports in accordance with your company's identity.

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Integration with Analytics

Pull the data from various analytics sources

Display various data from Google Analytics, such as sessions, clicks, pageview, traffic sources, conversions value, conversion rates, and bounce rates. Our platform will change the way data is presented.
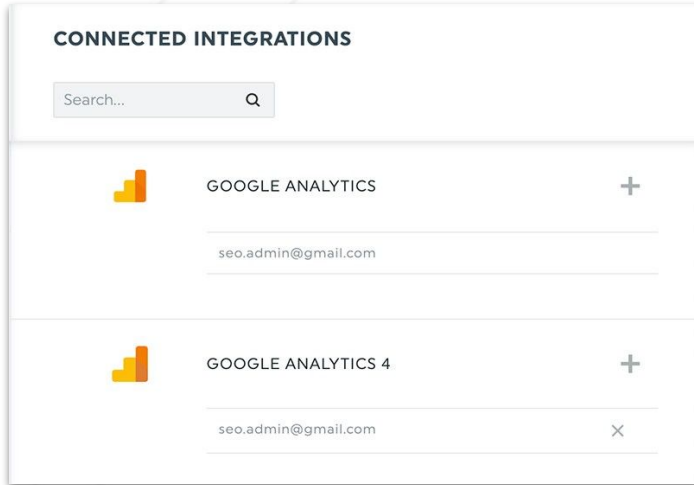

WEBSITE PERFORMANCE

YEAR-OVER-YEAR SESSIONS

■ 2021 Jul - 2022 Jun ■ 2020 Jul - 2021 Jun

NEW VS RETURNING VISITORS

35.7% 64.3%

BOUNCE RATE

32.15%

Previous period
-35%

Previous year
-12%

TOP CHANNELS BY SESSIONS

Channel Grouping	Sessions ⌄		Conversion Rate		Appointm. Forms	
Paid Search	724,352	-45,165	3.07%	-0.39%	22,237	-4,426
Organic Search	288,498	-51,454	12.56%	-1.91%	36,246	-12,974
(Other)	240,053	-233,830	69.01%	+57.51%	165,649	+111,164
Referral	170,959	-714,288	4.96%	-3.56%	8,482	-66,986
Direct	69,561	+1,065	13.33%	+1.55%	9,273	+1,207
Display	5,489	-5,092	4.88%	-0.64%	268	-316
Social	1,990	-305	4.42%	-0.20%	88	-18
Email	581	+287	8.78%	+0.95%	51	+28

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Generate Reports Automatically

Our Google Analytics data reporting tools can pull the data, either from Universal Analytic or GA4. The data is presented in real time and people can create its report automatically.
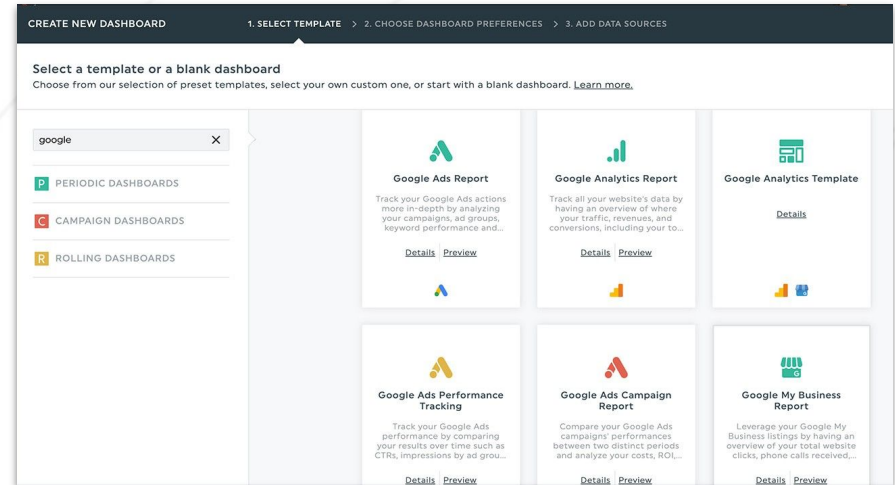
Ready-to-Use Templates

Make your Analytic reports stand out by using dozens of ready-made templates from our platform.

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AVAILABLE INTEGRATIONS

Search...

MOZ   MOZ   ADD +

AHREFS +

BING ADS +

MAILCHIMP +

CAMPAIGN MONITOR +

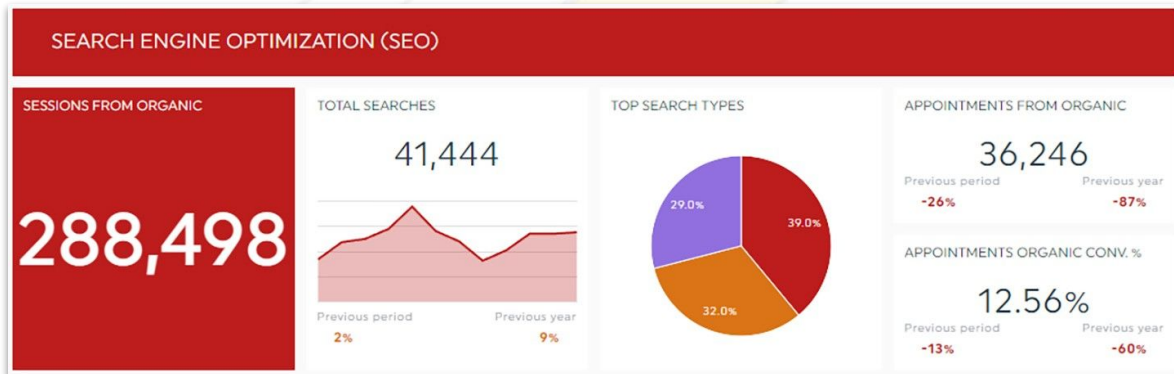CAMPAIGN MANAGER +

SEARCH ADS 360 +

Manage Data Easier
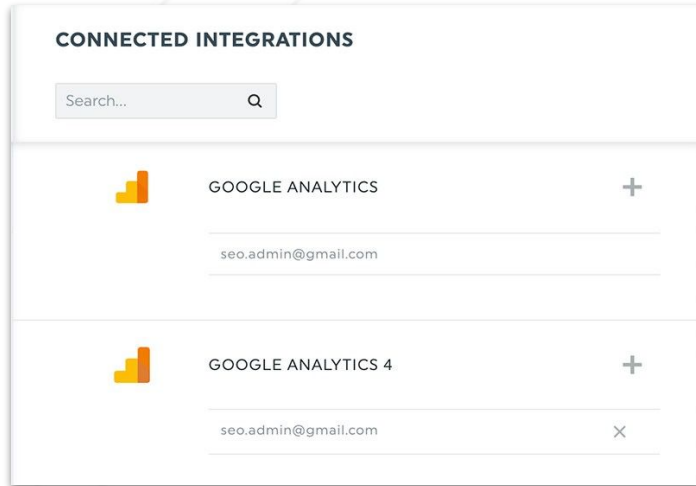
Our analytics platform makes it easier for people to manage data, explore possibilities and discover insight that can change businesses.

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Integration with SEO Tools

Face challenges with organic traffic

BIZGO will help you design an SEO strategy based on the data drawn from various sources such as Ahrefs, SEMrush, Majestic, MOZ, and any other tools.

SEARCH ENGINE OPTIMIZATION (SEO)

SESSIONS FROM ORGANIC
288,498

TOTAL SEARCHES
41,444
Previous period 2%   Previous year 9%

TOP SEARCH TYPES
39.0%
32.0%
29.0%

APPOINTMENTS FROM ORGANIC
36,246
Previous period -26%   Previous year -87%

APPOINTMENTS ORGANIC CONV. %
12.56%
Previous period -13%   Previous year -60%

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Just One Account to Make Impact

You only need one BIZGO account to connect our platform with various SEO tools such as Ahrefs, MOZ, SEMrush, Majestic, and many more.
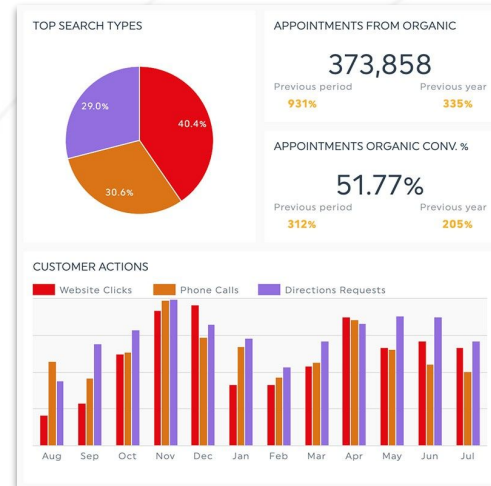
Take Decision Based on Data

BIZGO gathers all of your organic performance based on variables such as keyword ranking positions, number of referring domains, number of backlinks, and site health.
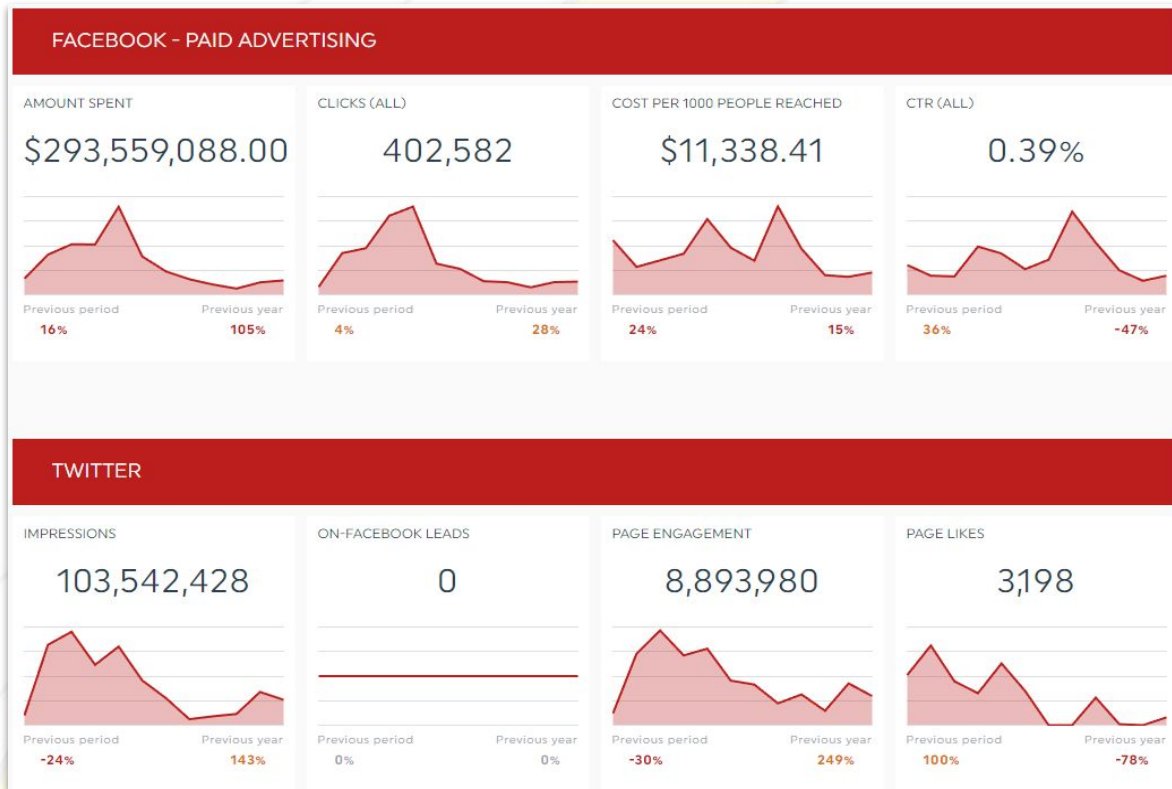
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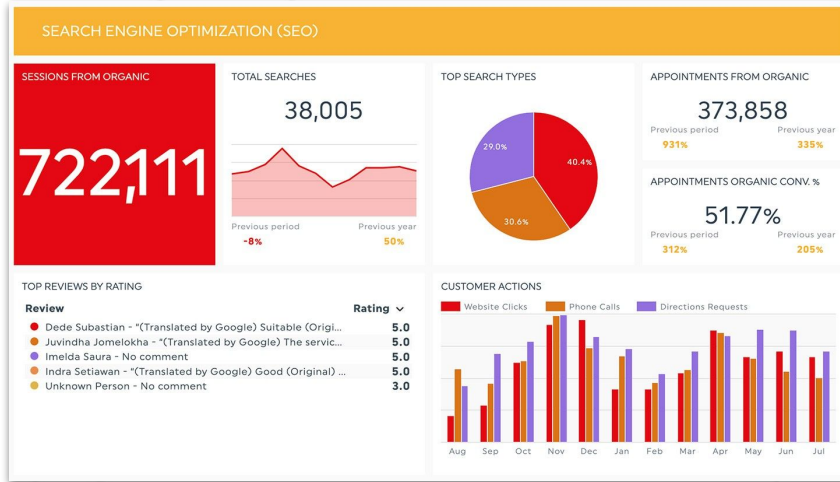
Visualize your Report

Improve the appearance of your reports with ready-made templates designed to meet all your reporting needs.

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Integration with Social Media

Track your Digital Growth

Easy to Connect to all of your data from various social media with fully integrated capabilities.

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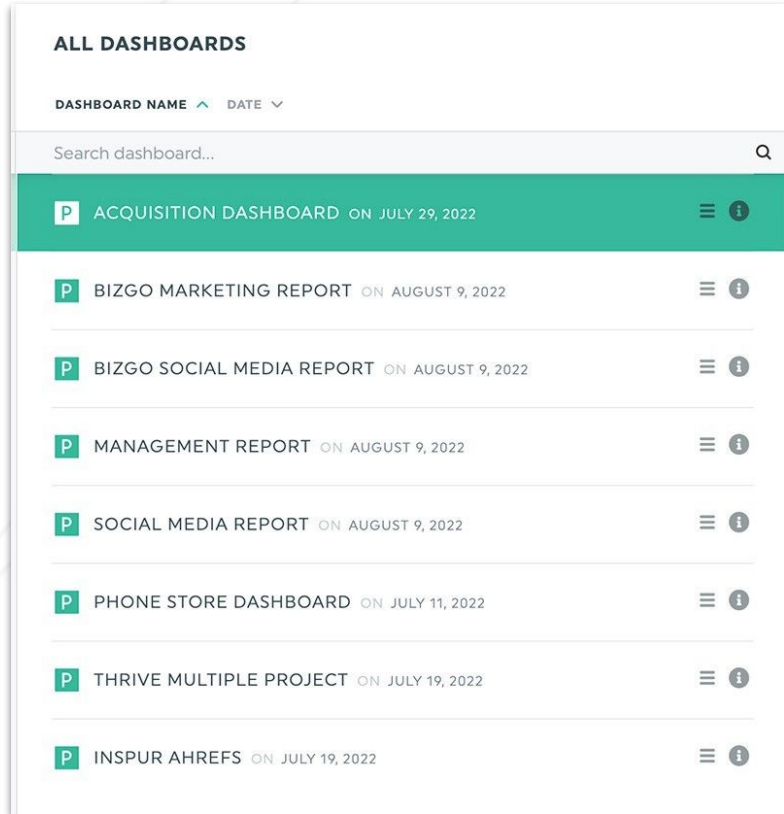# Connect and Start Collecting Data

Our intelligence platform makes it easy for you to collect data from all social media, including YouTube, LinkedIn, Twitter, Facebook, or Instagram.

Customizable Templates

With built-in visual best practices, BIZGO won't interrupt your flow of social media analysis. That's why people love using our reporting template.

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ALL DASHBOARDS

DASHBOARD NAME ^   DATE v

Search dashboard...

P ACQUISITION DASHBOARD ON JULY 29, 2022

P BIZGO MARKETING REPORT ON AUGUST 9, 2022

P BIZGO SOCIAL MEDIA REPORT ON AUGUST 9, 2022

P MANAGEMENT REPORT ON AUGUST 9, 2022

P SOCIAL MEDIA REPORT ON AUGUST 9, 2022

P PHONE STORE DASHBOARD ON JULY 11, 2022

P THRIVE MULTIPLE PROJECT ON JULY 19, 2022

P INSPUR AHREFS ON JULY 19, 2022

The Best Analytics Platform

BIZGO, report generation can be arranged automatically. Add informative narration in text, images, shapes, etc., along with dashboard reports, to present data to your audience.

Let's Work with BIZGO

Leave the tedious work of analyzing and reporting. Our analytics platform makes it easy for people to analyze, forecast, and measure the success of your business'.

Get Free Consultation

Discuss your IT requirements with our customer support at

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