Q Spark Group

Focused on innovation.

The Right Partner to Unify your Marketing Analytics

We believe in data-driven marketing. But data alone doesn't drive marketing excellence. Data must be analyzed. Useful insights must be created. Actions must be prioritized. That's Unified Marketing Analytics.

Q Spark Group is all about effective expertise. We have experts in data, analytics and marketing. They are also experts in making things happen. We love to innovate, but only when it's put into effect to create business value.

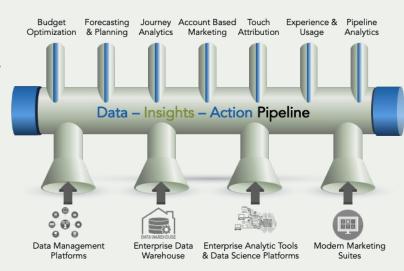## What is Unified Marketing Analytics?

Unified Marketing Analytics (UMA) is a solution that combines data, analytic insights, and marketing actions via marketing applications into a single, automated, and easy-to-use solution. UMA leverages existing data management sources and tools (data warehouses and lakes, customer data platforms, marketing data platforms, and more), existing analytic platforms and tools (data science platforms, Python, R, etc.) and integrates actions into your existing marketing applications.

Micro Data-Insight-Action Pipelines Deliver Unified Marketing Analytics

Micro Data-Insight-Action pipelines are tailor-made for your data-driven business initiatives. Each DIA pipeline contains pre-built data management functions to put the right data in context, pre-built analytics for the specific use case, and pre-built actions by integrating to marketing applications.

Most companies solve the challenge of integrating data, insights and actions at a macro level. They implement cloud data warehouses and lakes to house 'all data', enterprise analytic and data science platforms to power 'all analytics', and marketing application suites to automate all marketing processes.

These tools are a good foundation. Yet, specific business initiatives will always arise that require specific combinations of data from existing and new sources, new forms of analysis, and integration to existing applications to turn that insight into action. That's where micro data-insight-action pipelines come into play. They leverage those foundational technologies and pre-build the data management processes, analytic algorithms, and actionable business processes that glue those technologies together to solve specific business problems.

Unified Marketing Analytic solutions leverage a Data-Insight-Action framework to deliver multiple solutions rapidly, creating a Marketing 360 to optimize your marketing results.