

Communications Director, Marketing Agency

There is nothing like it...

Beacon is way ahead...

Beacon is an innovative product...

Beacon is easy and quick to use...

GA is painful to use and it is difficult to derive the key stats that you need wanted.

You can't track a user journey effectively with GA – all aspects of the job are easier to do with Beacon...

Beacon enables us to set up and monitor digital channel campaigns more easily than GA. When launching a campaign on LinkedIn, Twitter and Facebook for example, it is difficult to get GA to treat these channels as one unified marketing campaign and there is much work to do to achieve this. It is much easier to do this with Beacon, simpler to use and to harvest the data that you need...

When launching a campaign on Facebook, Beacon lets you get a much better picture of a user's journey through the various campaign links and you can track back through the campaign and so to understand much better the user's intentions and needs. This aspect of Beacon's usability is superior to GA's...

Head of Communications, End User Customer

The UX is very good – far superior to Google. This is a massive plus point as users want to see the relevant data in real time and in an easy manner that saves on time and minimises confusion.

The ability to concentrate on the effectiveness of your social campaigns is a big plus point. The benefits of showing how many dead users (bots) are infiltrating your results is key to being able to judge what is a successful campaign and what isn't. This in turn will save companies a fortune when they investigate their budgets for paid ads & social platforms.

Nigel mentioned that the company are in the early stages of developing their software to generate set times for when to release your social campaign. This would be game changing to the sector as to my knowledge nobody else is doing this sort of thing. There are other companies that offer generic timings for when more people are online etc – but Beacon are looking to take this to the next level, by drilling down into when your users/followers are more receptive to hear your news etc.

It is a great platform for not only marketing agencies – I can see the platform being of benefit to small e-commerce businesses who have small budgets, were it is important to maximise their campaign effect.

Director, Digital Marketing Company

Yes, there are very many packages that do some of what Beacon does, and some have more functionality but need more user input and are more expensive...

Other systems require that you tie into other services that you may not need or need to pay for. Beacon meets our needs at a good price...

Have used Google Analytics (GA). Beacon suits our business and is very convenient. We can measure responses and track back on users' journeys. This works very well...

Beacon gives us some data that GA doesn't such as how long a user has spent on a web page. It enables us to see if a blog post has been read in its entirety by showing if the user has gone to the bottom of the web page. Doing some of this stuff with Google is not at all easy...

This is a must have product for us: without it our work would be harder...