

CONVERSION TECHNOLOGY. INTELLIGENCE ENGINE. MARKETING CATALYST.

Smarter analytics. Deeper intelligence. More engaging customer experiences. All integrated into one seamless solution, the LFX Conversion Platform™.

THE MOST POWERFUL TECHNOLOGY YOU NEVER HAVE TO BUY

LFX is a marketing operation system specifically created to optimize customer conversion. With the capability to connect disparate data sources... to align online and offline customer experiences... to integrate across your existing adtech and martech platforms — LFX has the power to dramatically transform your digital marketing.

All this, yet LFX requires no additional software or hardware: it is embedded in every Leapfrog client engagement.

Developed through twenty years of progressive experience and supported by our knowledgeable team, LFX offers true competitive advantage — holistic intelligence converted into dynamic marketing performance.

A HORIZONTAL VIEW TO CONNECT THE CONSUMER JOURNEY

Marketing is often precluded by vertical constraints: channel, organizational structure and technology systems are siloed. Working within those realities, LFX reveals a different perspective — a more panoramic, horizontal view of the consumer journey.

Across marketing channels: online, offline, call center. Across devices: desktop, tablet, mobile. Across touchpoints: search, display, social. Through LFX, marketers gain the clarity of truly connected data: exactly how — and why — prospects convert to customers.

By taking the long view of the consumer journey, LFX is able to capture, replicate and refine the path to purchase on a continual, consistent basis.

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COMPLETE INTEGRATION

With agile, open architecture, LFX easily integrates marketing, channel, business and third-party data.

DYNAMIC VIEW

LFX identifies customer segments, behaviors and buying propensities, delivering targeted, personalized experiences to grow conversions.

CONTINUOUS OPTIMIZATION

Ongoing modeling, testing and machine learning constantly optimize — ensuring the best return on spend, every day.

When data has no barriers, results are limitless.

ORGANIC INTELLIGENCE TO WIN TODAY. AND WIN TOMORROW

LFX expedites precise segmentation, creates dynamic content and produces meaningful analytics — a constant loop of marketing insights.

Real-time analytics identify patterns and trends in the marketplace, often uncovering new revenue opportunities hidden in your data. Insights are furthered through a discipline of testing rooted in LFX. Machine learning accelerates the process, facilitating both speed and scalability.

LFX is built on organic logic: every byte of knowledge feeds the next customer acquisition.

TECHNOLOGY, TOOLS, TALENT: ALL FOCUSED ON OPTIMIZATION

As a dynamic marketing operating system, LFX is supported by innovative tools, client-centric processes and digital experts. One extraordinary resource: LFX's unique suite of real-time visualization tools. Dashboards, drilldowns, cross-sourcing, quickly pivot from summaries to granular detail, from results to intelligence.

Leading every client engagement is a skilled team of marketing and data experts. Our mission is to advance your business objectives every day, by identifying trends, leveraging insights and improving your return on spend.

Conversion technology, intelligence engine, marketing catalyst: LFX constantly drives your digital marketing performance forward. Unleashing new insights. Moving analytics into actions. And always, continuously optimizing.

LFX CONVERSION PLATFORM™ SOLUTIONS AND CAPABILITIES

Conversion Optimization
Performance Media
Segmentation Analytics
Experience Design
Customer Engagement
Dynamic Personalization

Analytic Insights
Data Integration
Adaptive Testing
Predictive Analysis
Media Mix Modeling

Cross-channel Attribution

Consumer Journey Mapping
Online/Offline Experience Mgmt.

Data Visualization
ROI Optimization
Business Intelligence
Analytical Innovations