

whatagraph

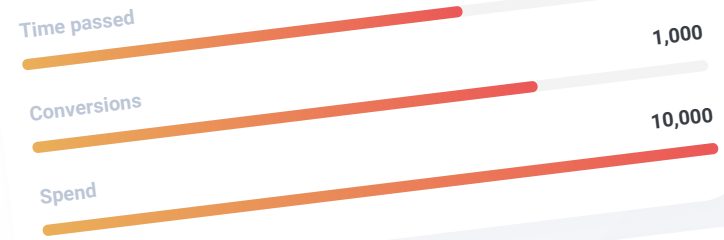
Whatagraph Product & Benefits Handbook

A handy book to help you become a successful Whatapartner

“Whatagraph’s mission is to let everyone be a data scientist. We built a powerful tool to achieve that goal”

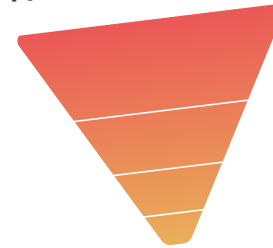
Justas Malinauskas, CEO of Whatagraph

Spring Campaign

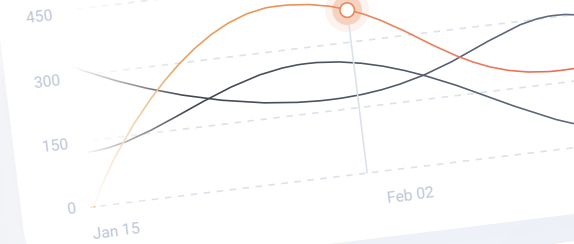


Average CPC
\$1.42
-8.28%

Funnel



Leads



Campaign performance

Campaign name	Total Spent	Cost Per Lead
Shoes-US-Conversions-LAL	\$12,508.12 +18.08%	\$16.90 -58.67%
Trainers-UK-DPA	\$7,668.55 +56.4%	\$20.61 -78.98%
All products-US-Retargeting	\$3,387.69 -6.69%	\$44.57 +8.07%
Boots-US-Conversions-DT	\$1,667.21 +16.54%	\$79.39 -61.15%

Bounce rate



Howdy, Partner!

To be a successful Whatapartner, you will need to know about our software and its mission. In this Handbook, we will lay out all essential information about Whatagraph's analytics tool, as well as **key marketing aspects** you can focus on.

We are adamant about leaving you the creative freedom of marketing to your audience. But good marketing is built on facts, and so we prepared this Handbook for quick reference.

What is Whatagraph?

Key marketing aspect

Whatagraph makes data science easy and accessible to everyone

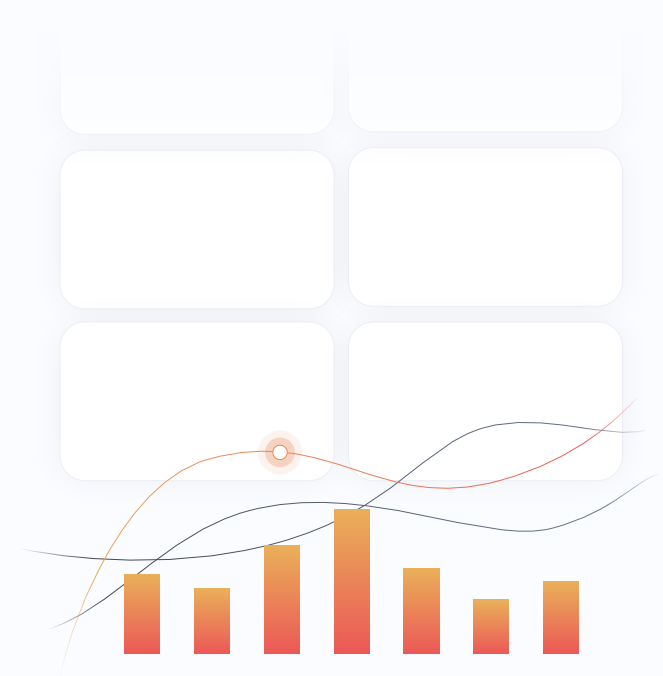
There are a couple of great ways to explain what Whatagraph is:

1

A marketing data visualisation & automation platform that compiles data from different channels into a single interface.

2

A live data monitoring solution, which allows everyone to become a data scientist. This is achieved through an ultra-intuitive UI and pre-built report and dashboard templates.



Quick facts in numbers about Whatagraph

Key marketing aspect

Whatagraph is a rapidly growing startup with big ambitions and a trustworthy reputation.

56

rockstar employees -
and growing

50,000

reports issued monthly using
Whatagraph and counting

37

active integrations with
more on the way

5

years of
unstoppable growth

Not only has Whatagraph been a time saver for us, but it has also significantly improved the quality of our reports.



Ellen Roumeliotis
Aston Social

Our customers find the reports we made using this tool a delight!

Steven Van Dingenen
DeBottomLine



Whatagraph has made our life easier by automating the reporting process: now, we have more time for data analysis and strategy improvements.



Matt Spivak
Uptick Marketing

Where does the data come from?

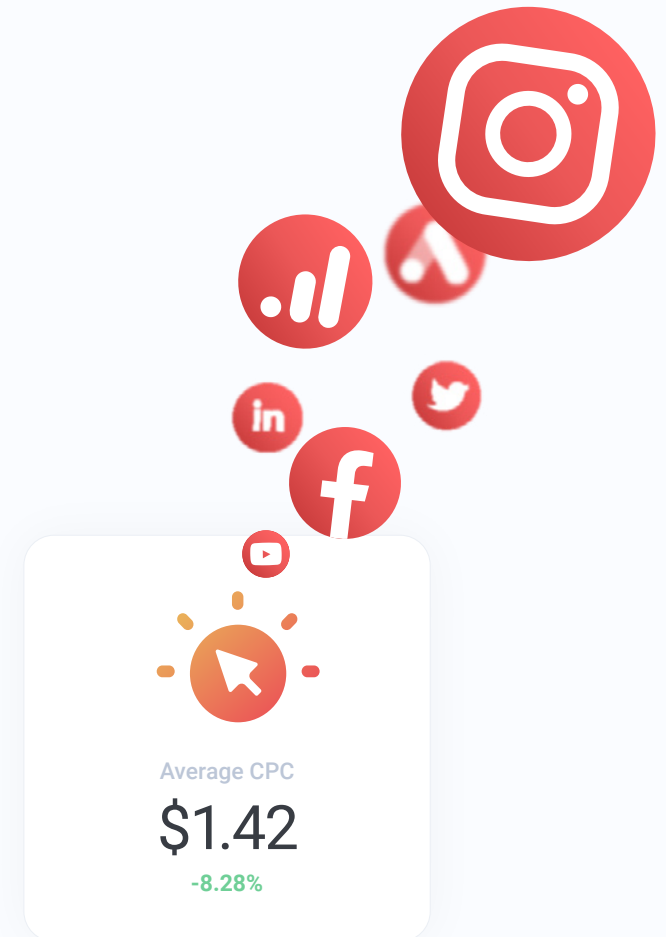
Key marketing aspect

Whatagraph aims to automate every aspect of data analytics. It all starts with the data input.

- 1 Whatagraph uses out-of-the-box integrations with the most popular platforms.
- 3 We currently have 37 integrations, with more on the way.

- 2 Data inputs can come from most Google tools like Google Analytics, Google Ads, Google My Business and others.
- 4 All custom integrations can be achieved with the assistance of Google Sheets or OpenAPI.

Check out all integrations [here](#) 




What can you do with Whatagraph?

Key marketing aspect

Whatagraph tool focuses on visualising data wherever possible. It's also used to gain insight into marketing performance and as an aid in decision-making.

- Visualise data directly from integrated channels. There are quite a few!
- Instantly build reports from templates. Whatagraph has a lot of pre-built report templates that users can utilise as soon as they log in.
- Build individualised reports. If templates are not enough, users can drag & drop widgets and graphs to build their own reports and dashboards.
- Apply automated custom formulas across different channels. Apply a margin or anything else on top.
- Custom brand user reports. Whatagraph is a white-label tool, meaning that users can put their brand on every report and send them out without their clients every knowing of Whatagraph.
- Frequently deliver new reports. Daily, weekly, monthly, or a year in a nutshell. Notifications can be set to alert users before the report goes out.
- Share with the team. Whatagraph is designed to let you work in teams. Data analytics helps everyone stay informed on marketing performance efforts.


Check out [how we market features](#)  to our clients

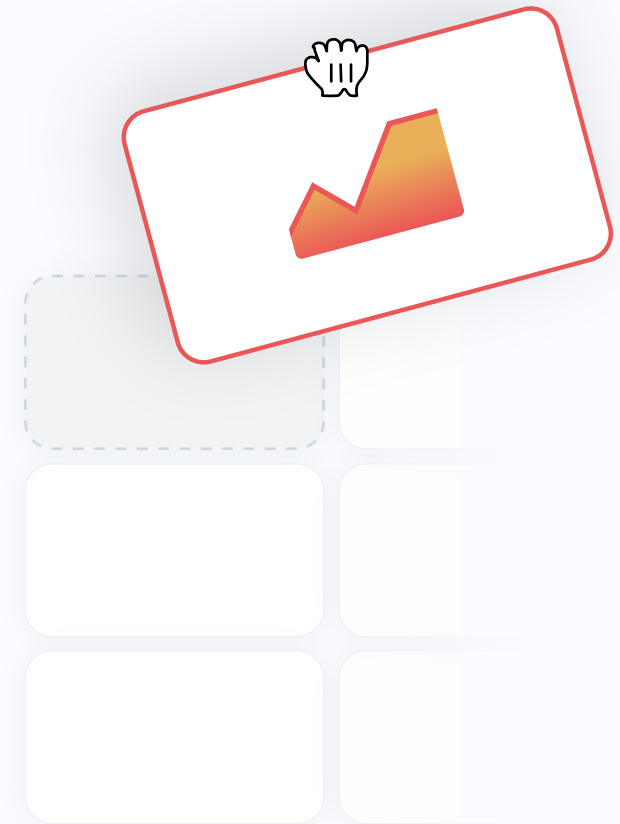
What makes Whatagraph stand out from the competition?

Key marketing aspect


Compared to competitors, Whatagraph focuses on ease-of-use. From core data analytics to transitioning from other tools to the first adoption.

- **The simplicity of data analytics.** Our goal is to make everyone a data scientist, and this goal drives us a step above the competition in terms of user-friendliness.
- **Source-level filtering.** Automated custom formulas in single widgets and many other elegant solutions to make reporting super easy.
- **Hassle-free transitioning.** Whatagraph provides onboarding sessions and reports rebuilding services.
- **Visual engagement.** Adding GIFs, pictures, comments - you name it. With Whatagraph, the reports are built to engage recipients and tell a story from data sets.
- **Customer support.** Our customer success team constantly earns praise from customers all around the globe. All customers you refer will be in good hands.

Here's [where your referrals will go](#)  to get onboard with Whatagraph



And that is Whatagraph in a nutshell

Always refer back to this Handbook for quick access to information. If you can't find what you're looking for, log into your [Whatapartner account](#)  and ask us anything!

To get familiar with our Whatagraph Partner Program, check out [the awesome Guidebook!](#) 