



MAKE YOUR MOST VALUABLE
RESOURCE EVEN MORE VALUABLE.

**Data is likely your most powerful asset.
But are you using it to its fullest potential?**

If your data seems like little more than rows and columns of scattered information, MotusBase from B2E Data Marketing will simplify your data processes. We help you organize and understand your data with customized dashboards, so it becomes more useful—giving you the insights to take action.

HOW IT WORKS.

MotusBase is a subscription-based program that uses our proven MotusData Process™ to gather, organize, visualize and prioritize your data. We look at a data as a continuous process of learning and improvement. To do this, we produce customized visual Motion Dashboards that are updated monthly.

MotusBase:

- Adds new customer data monthly
- Enhances data with third party information
- Offers visual access to research data for proforma and/or business cases
- Evaluates historical data for annual planning
- Evaluates cross-sell or up-sell opportunities
- Makes additional Plugins available: Facebook, Twitter, ROI, Google Analytics

Get organized. Get results.

By organizing, storing, custom visualizing and updating your data in one convenient place, MotusBase gives you the power to increase your sales and marketing efforts. Contact B2E Data Marketing to get started.