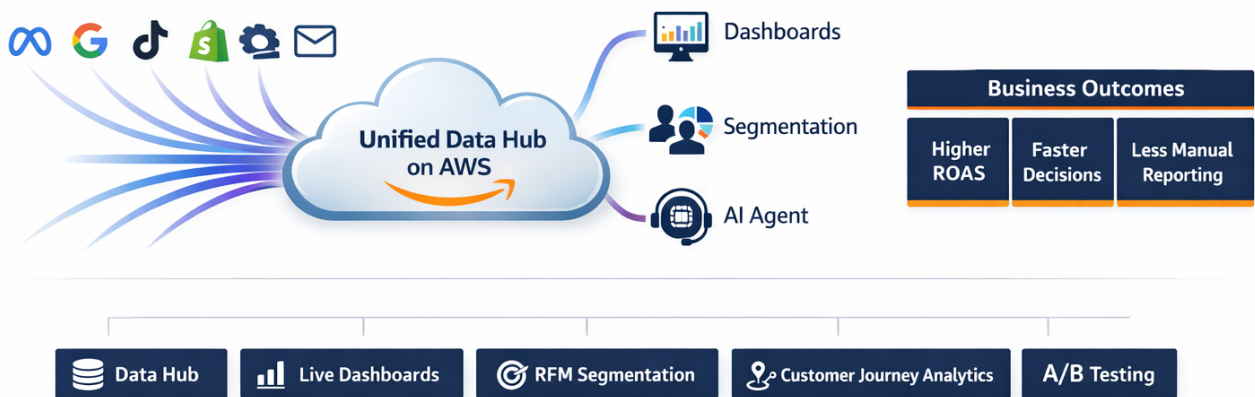


Registfy Marketing Intelligence Platform on AWS

An AI-powered marketing analytics solution that helps retail and e-commerce brands centralize data, improve ROI, accelerate decisions, and automate performance insights.



Higher

marketing ROAS through unified attribution

5x

faster decision-making with live insights

90%

less manual reporting effort

Better

retention, LTV, and customer targeting

The Business Challenge

Marketing data is often scattered across ad platforms, e-commerce systems, CRM, analytics tools, and email platforms. This creates delayed reporting, unclear attribution, wasted ad spend, and limited customer intelligence.

- No single source of truth for marketing performance

The Registfy Solution

Registfy provides a complete data and AI layer on AWS that connects marketing sources, cleans and models data, delivers executive dashboards, segments customers, and generates automated insights through an AI agent.

- Centralized marketing data hub on AWS

- Teams spend days building reports manually
- Campaign ROI and revenue attribution are unclear
- Customers are treated the same instead of segmented by behavior

- Live dashboards for ROAS, CAC, revenue, LTV, and funnel KPIs
- AI-powered alerts, recommendations, and automated summaries
- Customer segmentation and journey analytics for growth teams

Core Solution Modules

Marketing Data Hub

Unifies Meta, Google, TikTok, Shopify, CRM, email, and other marketing data into a governed AWS analytics foundation.

Live Dashboards

Provides real-time executive and marketing views for ROAS, CAC, revenue, LTV, product, channel, campaign, and segment performance.

AI Agent Insights

Continuously monitors KPIs, detects anomalies, highlights trends, recommends budget shifts, and creates automated reports.

RFM Segmentation

Identifies champions, loyal customers, at-risk customers, lost customers, and new customers to improve retention and revenue.

Customer Journey Analytics

Maps touchpoints from first ad impression through repeat purchase to reveal drop-offs and optimization opportunities.

A/B Testing Analytics

Tracks experiments across ads, landing pages, offers, and email campaigns to identify winning variants faster.

Business Outcomes

- Reduce wasted ad spend with clearer attribution
- Increase speed from insight to action
- Improve repeat purchases through behavior-based segmentation
- Automate weekly reporting and executive performance updates
- Enable smarter campaign, creative, audience, and budget decisions

Ideal For

- Retail and e-commerce brands
- Growth and performance marketing teams
- Marketing leaders and executives
- CRM, retention, and lifecycle teams
- Agencies managing multi-channel performance

Engagement Approach

Discover → Build → Launch → Optimize. Registfy audits the current marketing stack, connects priority data sources, builds dashboards and segmentation models, activates AI insights, trains the team, and continuously improves the analytics foundation as the business scales.