ibi Explore for Marketing Teams

A simple way to discover, explore and prepare your data — so you can focus on driving pipeline, segmenting your customer data and launching powerful lead-generation campaigns.

ibi Explore for Marketing Teams is the new way to access all of your marketing data in ONE place - and do your job better.

- **Feed all your marketing data** (including data from paid social platforms + tools like Hubspot + Outreach) into one friendly data view, accessible by anyone in your organization - requiring minimal IT support.
- **With a 360 trusted integrated data view**, you can better segment your customer data and launch powerful lead-generation campaigns.
- **Spend more time analyzing data** and generating insights than gathering and prepping the data. Access clean, catalogued, high quality data.
- **Rely on an easy user interface** to do all your work. There’s no need for programming or technical expertise.
- **Line up the data you need** to build the dashboards you have been dreaming of, connecting to any BI tool and Cloud platform of your choice.

The power is finally in your hands.

Let data help you understand your business, your customer and your future.
ibi Explore

- Flexible Pricing Options
- Ease of use
- Quick time to value
- Unified experience
- Run analytics quicker
- Where 21st Century data prep and access come together

“With help from ibi, we are putting data at the center of everything we do. We are making better business decisions based on facts, not assumptions.”
—Martin Walker, Digital Platform Ecosystem and Innovation Manager
Sound Credit Union

ibi is a data and analytics software company that embeds intelligence into – everything.

From the beginning, ibi has known the importance of data and insights to make better decisions. We help organizations get their complex and disconnected data in order so they can build, embed and automate intelligence in everything they do. By preparing organizations for the future and turning them into builders – information builders – everyone can use enterprise-trusted data at scale to drive their growth. Whether our customers use pre-built applications or build their own solutions for their data and analytics challenges, ibi powers their innovation and reinvention. ibi’s open platform and industry-specific building blocks accelerate speed-to-market, improve operational efficiency, and enhance their customers’ experience.