ACTION POINT ANALYTICS

actionpointanalytics.com



Offerings.

Action Point Analytics is a **pure-play analytics agency**; we bridge the divide between technologists and marketers to deliver actionable insights that tie to business bottom lines.

8 OFFERINGS

01

Campaign Strategy

Action Point Analytics partners with clients to build and launch data-driven campaigns that connect with audiences in meaningful ways. We track engagement and performance in real time, identify key participants, and provide optimization strategies that maximize impact. Our approach ensures every campaign is not only creative and authentic but also measurable and effective.

02

Loyalty Activation

Action Point Analytics helps companies identify top advocates, connect them with loyalty programs, and design campaigns that inspire authentic social participation. By tracking engagement and measuring social impact, we strengthen customer relationships while elevating brand presence.

03

Influencer Mapping & Issue Analysis

Action Point Analytics researches stakeholders, maps media and social discussions, and identifies key influencers and themes across sectors and regions. This gives clients a clear picture of the landscape so they can anticipate challenges, engage authentically, and strengthen their reputation.

04

Product Launch & Industry Events

Action Point Analytics designs and manages event strategy, influencer outreach, and media engagement to ensure new offerings are introduced with maximum impact. From planning and content creation to real-time tracking and response management, we help clients turn launches into lasting industry impressions.

05

CSR Integration

Action Point Analytics helps organizations integrate CSR into their brand identity in ways that feel authentic and connect with their consumer base. We design strategies, build partnerships, and launch campaigns that not only communicate responsibility but also deliver measurable impact.

06

Digital Landscape Mapping

Action Point Analytics analyzes social and digital dynamics to identify channels, content strategies, and key influencers that drive engagement. We then translate these insights into outreach strategies and campaigns that resonate, optimize in real time, and deliver measurable results.

07

Marketing Segment Analysis & Strategy

Action Point Analytics evaluates competitive dynamics, messaging, media coverage, and key influencers to build a clear view of each target market. We then craft tailored entry strategies and recommendations that help clients expand reach, sharpen messaging, and grow their customer base.

08

Social Listening & Content Strategy

Action Point Analytics identifies brand advocates, maps leading themes, participants, and content types, and quantifies how and where audiences interact. These insights inform targeted content strategies that optimize reach, strengthen relevance, and deliver measurable results.

WORK WITH US

Let's Get Started

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ACTION POINT ANALYTICS

CLIENTS WE'VE WORKED WITH

DELL · AIG · Coke · Shell · LG · Estée Lauder Companies · Edelman · Zappos.com · Deloitte. · The Rockefeller Foundation · NYC Health+Hospitals · DuPont · TaylorMade · Finsbury

WPP APPROVED VENDOR

WPP approved analytics vendor
Austin, Texas