25 Top Free & Low Cost Tools

How to grow your digital sales with greater insight and execution

Craig Smith Founder & CEO | Trinity



About

Trinity Optimized experiences for Cloud eCommerce.

Craig Smith

- 20 years of digital and ecommerce experience
- Served as a strategist at eBay Enterprise
- Started Trinity in 2006
- Passionate about ecommerce optimization and digital growth tactics



My Goal You leave here with a plan of attack.



25 Tools || trinity.one

Focal Areas

| DATA & INTELLIGENCE | USER EXPERIENCE | SEARCH ENGINE OPTIMIZATION | EMAIL MARKETING | SPEED & PERFORMANCE |
|---------------------------|------------------------------|-------------------------------|-----------------------------------|------------------------|
| Improve intel | Uncover insight | Diagnostic audit | Email program analysis | Issue Identification |
| Integrate & unify data | Create & design solutions | Page optimization | Campaign | Code Bloat |
| systems | Create | Content strategy | management | Security |
| Monitor trending | memorable user experience | Digital promotion | Segmentation & List Management | |

All areas are paramount for your brand to reach market potential.



Data & Intelligence

Connect platforms, create audiences, gain insight



Segment

Use:

Collect all your data and store in one place with the ability to "activate"

Value:

Consolidating your data enables synchronized experiences and a single customer view

Segment



Android, Ruby, Python, and more

Connect platforms like Salesforce,

Stripe, Facebook Ads, and more

Cloud Apps

JS

See which events and properties you've sent to Segment

> Debugger Test your tracking code with a live data stream

Hub

Destinations

X zendesk

Send your data to hundreds of tools and warehouses

Streaming Explore our catalog of tools for analytics, email, and more

Syncing Schematize and load your data into a cloud data warehouse



Cyfe

Use:

Dashboard Utility

Value:

Enables easy access to all KPI's that are vital to your business on a single log in

| ORGANIC SEARCH TRAFFIC | | $\odot ~ \bullet \vDash \to \times$ | ▲ GOOGLE WEBMASTERS | | | | ** |
|---|------------------------------------|--|------------------------------------|--------------------|-------------|-----|-------|
| SEARCH ENGINE | SESSIONS | | http://w | anas trin | ituinoiabt | aml | |
| 1. google 1,739 •7% | | | http://www.trinityinsight.com/ | | | | |
| 2. baidu | 9 450% | | 583 | | | 0 | |
| 3. yahoo | 9 🔺 125% | 1 | TOTAL URLS MAPPED | TOTAL CRAWL ISSUES | | | |
| 4. bing | 7 - 50% | | | | | | |
| 5. duckduckgo | 5 ▲67% | a | | | | | |
| (| ioogle Analytics | | | Google W | ebmasters | | |
| ▲ SERPS ② ▲ ⊨ ⇒ × | ▲ SERPS | $\diamond ~ \bullet \vDash ~ \times$ | ▲ GOOGLE WEBMASTERS | | | | |
| 7 4 22% | 21.0 | | KEYWORD | CLICKS | IMPRESSIONS | CTR | POSIT |
| KEYWORD RANK: ECOMMERCE | KEYWORD RANK: ECOMMERCE CONSULTANT | trinity insight | 7 | 121 | 5.79% | 8 | |
| CONSULTING | SERPs | | analytics validation | 0 | 6 | 0% | 89 |
| | | | best e commerce | 0 | 1 | 0% | 2 |
| ^ MOZ 2.902 2.724 | 3.9/10 39/100 | © ▲ ⊨ → × 37/100 | companies bounce rate ecommerce | 0 | 3 | 0% | 89 |
| 2,902 2,724 BACKLINKS EXTERNAL LINKS | MOZRANK PAGE AUTH | | comscore vs google analytics | 0 | 1 | 0% | 63 |
| | Moz | | e commerce performance | 0 | 8 | 0% | 76 |
| ▲ GOOGLE MY BUSINESS | | $\circ \bullet \models \rightarrow \times$ | e-commerce companies | 0 | 1 | 0% | 8 |
| 598 + 2% | 820 . 19% | 19 v21% | e-commerce seo | 0 | 4 | 0% | 12 |
| SEARCHES | VIEWS | ACTIONS | ecommerce | 0 | 10 | 0% | 10 |
| | | | ecommerce agency | 0 | 4 | 0% | 1 |
| A | | | ecommerce consulting | 0 | 1 | 0% | 8 |
| May 13 Ma | y 20 May 27 | lun 3 | ecommerce consulting firms | 0 | 1 | 0% | 13 |
| | oogle My Business | Jun 5 | | Google W | ebmasters | | |



Answer the Public

Use:

Question Intelligence

Value:

Enables your brand to better structure your content to target audience questions - Drives Voice Search

