

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.



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 systems	Create & design solutions	Page optimization	Campaign management	Code Bloat
Monitor trending	Create memorable user experience	Content strategy	Segmentation & List Management	Security

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



Sources

Collect data from every platform and load it easily into Segment

Web and Mobile Libraries

Choose from Javascript, iOS, Android, Ruby, Python, and more

Cloud Apps

Connect platforms like Salesforce, Stripe, Facebook Ads, and more

Hub

Store and manage your data in one place

Schema

See which events and properties you've sent to Segment

Debugger

Test your tracking code with a live data stream

Destinations

Send your data to hundreds of tools and warehouses

Streaming

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

Syncing

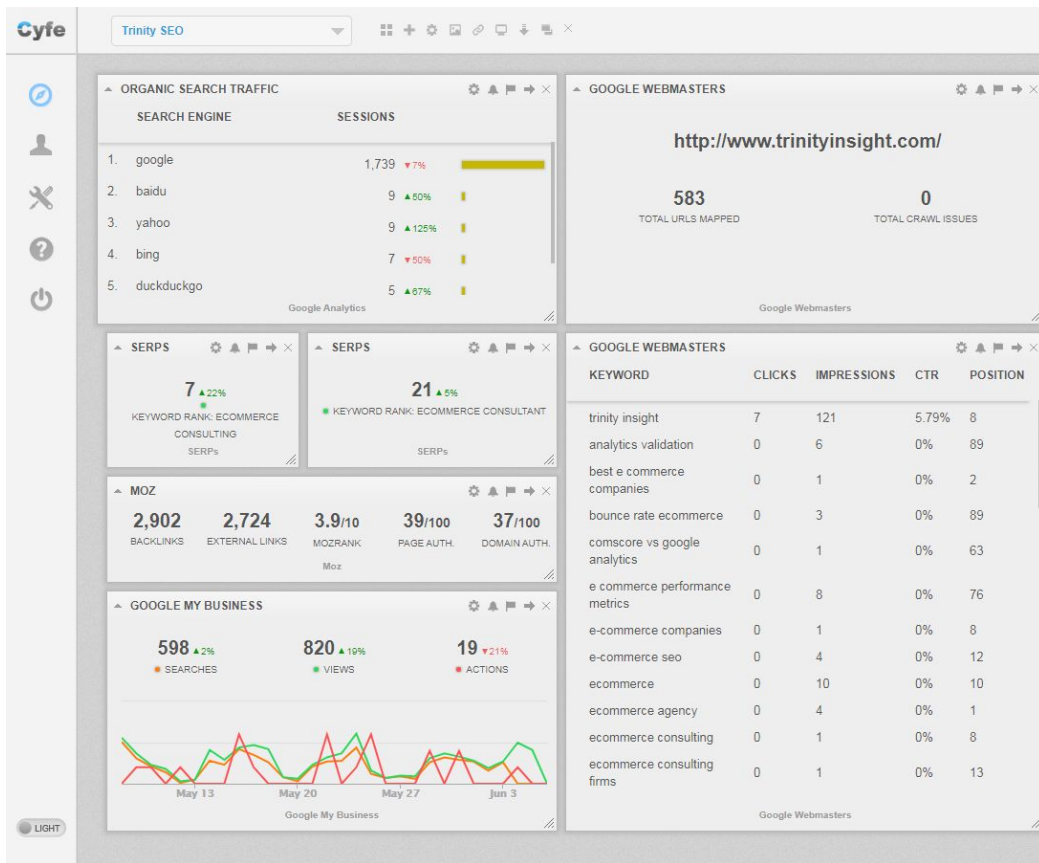
Schematize and load your data into a cloud data warehouse



Cyfe

Use:
Dashboard Utility

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



Answer the Public

Use:
Question Intelligence

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

