



Analytics and Your Brand

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Today's consumers feel a personal connection to their preferred brands. Successful branding can create customer loyalty and adds value to a company. Branding is a crucial element to the evolving business landscape. What role then does marketing analytics play in a successful brand strategy? Marketing analytics focuses on the use of processes and technology to help marketers measure, manage and maximize their efforts.

During this workshop, we will develop a simple marketing analytics tool, using resources that you already have at your disposal, to measure branding effectiveness.



Mike is a tech entrepreneur who is passionate about using software to help businesses grow. Mike currently serves as President & CTO at DataSync Corporation, an award-winning software advisory firm based in Sioux Falls, SD. At DataSync Mike leads the effort to choose the best software to provide to customers, and shapes the marketing/sales strategy of the company.

Mike brings over ten years of experience building tech firms, and has led multiple successful acquisitions including Vetter Solutions and Rive Immersive. Mike grew up in Madison, SD and holds a B.S. from Dakota State University in E-Commerce and Computer Security.