

MARKETING TECHNOLOGIES DATA MANAGEMENT SYSTEM

BUSINESS CASE

1

YOU:

- Have user marketing data which you want to monetize yourself and with partners
- Need the media planning tool for targeted marketing campaigns
- Want to have pre- & post-campaign analytics
- Want to run targeted marketing campaigns on your own or 3rd-party inventory
- You have heterogeneous data from own and external sources to use

SOLUTION

2

WE:

- Deliver effective marketing data management platform which can deal with TBs of monthly data
- Build data-marts and representations for social, demographic, channels, loyalty, geo, web-hosts, etc. based on your requirements and available data
- Build for you initial pre-campaign report and sales funnel data (consideration level)
- Integrate with your own and preferred external advertising channels
- Integrate with RTB platforms
- Do A/B testing of channel-specific data
- Offer functionality for pre-campaign report complications
- Build post-campaign report
- Provide sales funnel awareness level data
- Pixel / cookie matching for offline and real-time platforms integrations

TECH

3

HOW WE DO THAT:

- We use open-source technological platforms with permissive licenses to build the technical backbone of the solution
- We use advanced data management techniques and skilled data engineers which have build largest EDW solutions for global telecommunication providers
- We offer fast and effective data matching tools and logic to work with heterogeneous data in order to enrich it and find relevant IDs to build your user data representations in a most effective way

COMPANY

4

WHY IN4COM:

- 11 years on a market
- Core team has specialists with 20+ years of experience in IT and subject matter fields (telecommunications, banking, entertainment)
- 10+ years of big-data management projects (including largest EDW telco solutions)
- 25+ years in IT
- We are open to different cooperation models including KPIs-based compensation, etc.