



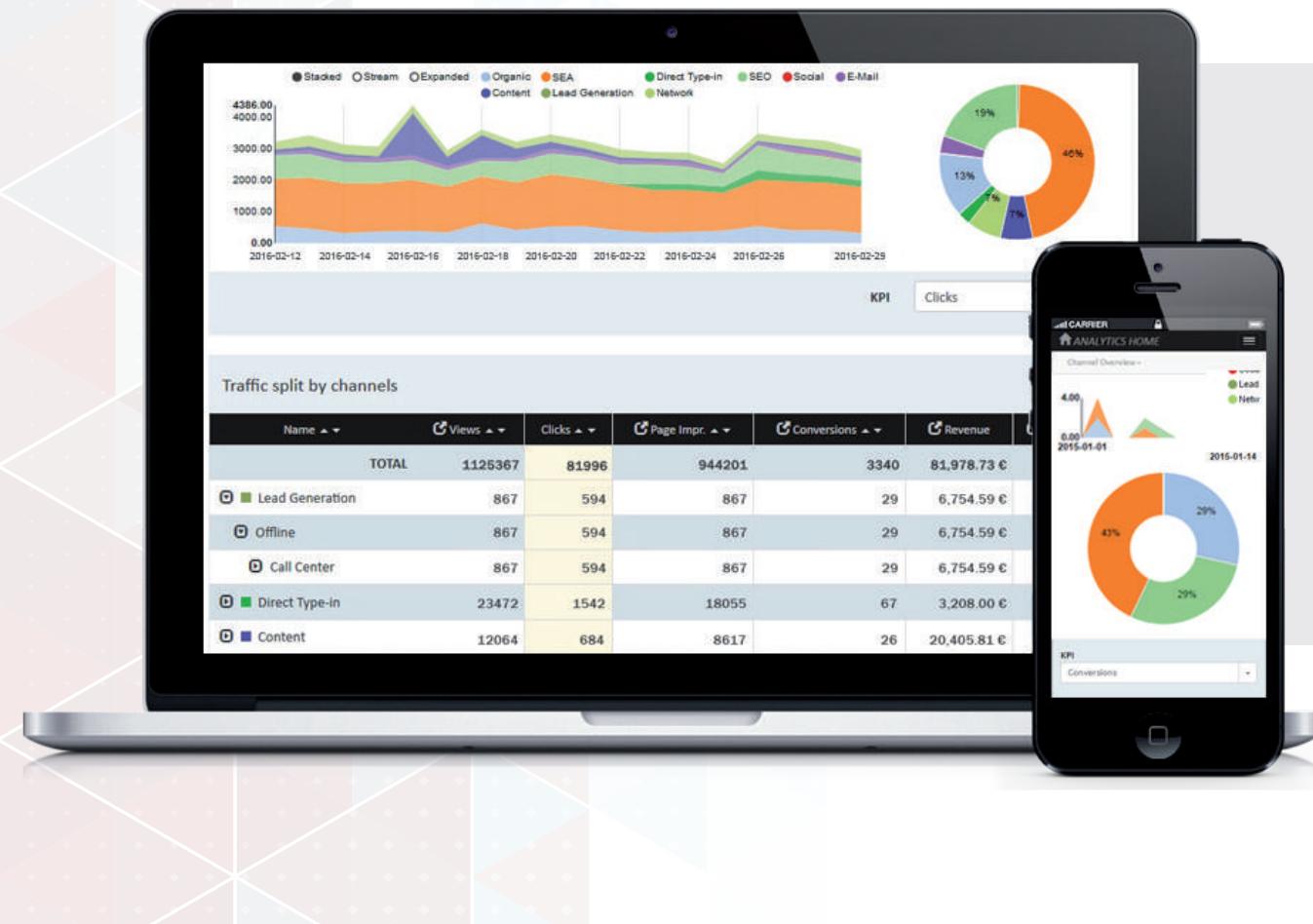
Ingenious Technologies



# INGENIOUS ENTERPRISE

A Single Platform for Your Business Analytics and Marketing Automation

# WHAT IS INGENIOUS ENTERPRISE?



Ingenious Enterprise enables businesses to track their omni-channel and cross-device customer interactions and ultimately consolidate all marketing data onto a single platform. Furthermore, this SaaS marketing platform allows advertisers, publishers and agencies alike to manage their very own online performance network in-house, as well as to automate financial processes to win time and efficiency.

At the heart of Ingenious Enterprise lies an innovative tracking engine that gathers each and every of your customer interactions with your advertising media to an unrivalled accuracy. With white-label 1st-party tracking, Ingenious Enterprise consolidates and unifies all data collected, and attributes them in real-time, so that you **make better data-driven decisions for your business.**

# TOP USE CASES

*Clarity*

1

The current landscape consists of scattered advertising and analytics platforms that are not interconnected, making data analysis inaccurate and inefficient.

Ingenious Enterprise enables you to map out all touch points of your customer journeys across all devices on a single platform, and identify channels and partners key to your customers.

*Granularity*

2

Due to the lack of consistency in isolated analytics platforms and therefore a lack of accurate deduplication of transactions, many marketing managers are unable to determine the value of their marketing spend.

With the capability of customising attribution models of your choice down to the granularity you need, the true effectiveness of your efforts will be revealed so you can now justify and optimise your media spending, including branding campaigns.

*Accuracy*

3

Many platforms do not take any changes to transactions into consideration, thereby causing reports and KPIs to be incomplete, showing gross values instead of real values, thereby affecting their reported revenue and ROI.

Through Ingenious Enterprise, you can take control and validate all actual transactions from all channels, so your automated reports reflect your net revenue and ROI.

*Flexibility*

4

As the online marketing landscape gets increasingly competitive, companies need to be able to grow their business with the help of marketing partners, as well as take control of these partnerships to gain speed and efficiency.

Ingenious Enterprise enables you to run your own online performance network or programme in-house, identify synergies among all of your marketing partners, including affiliates and ad networks, in order to optimise them and drive up your sales.

*Time-saving*

5

Due to the soaring number of partners and payments through networks, conducting rating, billing, accounting and payment processes manually is no longer an option.

With systemic capture of transactions, you save on unnecessary duplicated payments and get the consolidated financial information for any market you need, compliant to international accounting standards, at your fingertips.

# FEATURES IN A NUTSHELL



## 1st-Party Omnichannel Tracking

Track both online and offline business activities across all devices for a greater overview of your business



## Single & Multi Attribution Analysis

Analyse your transactional data to simulate and implement the best attribution model for your business in real-time



## Customer Journey Analysis

Capture all touch points of the customer journey and understand your customers' purchase behaviour



## Big Data Analysis & Optimisation

Use big data functionalities to optimise your online marketing



## White-Label Advertising Network

Manage and optimize your partnerships across all marketing channels and traffic sources on your own network



## Rating, Accounting, Billing & Payment

Automate all of your manual finance procedures in your organisation



## Tag Management & 3rd-Party Tracking

Empower your sales and marketing team with easy technical integration processes and reduce IT dependencies



## B2B Marketplace

Integrate your digital world with 3rd-party service providers to gain revenue and efficiency

# WHY INGENIOUS ENTERPRISE?

## INNOVATIVE TRACKING ENGINE

- The Ingenious Enterprise platform has a tracking availability of 99.99% and an unrivalled accuracy of up to 50% higher than other tracking technologies.
- The 1st-party tracking engine will be implemented under your own domain
- Seamless integration with any 3rd-party tracking engines

## CUSTOMISABLE PLATFORM TO YOUR NEEDS

- Configure reports to gain full transparency to the data you need
- Targets and KPIs relevant to you can be viewed at a single glance
- Payments can be set to your defined rules and requirements
- All data collected is strictly in compliance with German Data Protection Act for maximum protection of sensitive data

## 360-DEGREE VIEW OF ALL ONLINE MARKETING MEDIA

- Data gathered from across all channels and partners are unified on one platform
- Data shown on platform is based on extensive real-time statistics and analysis
- Synergies among advertising media can be better identified

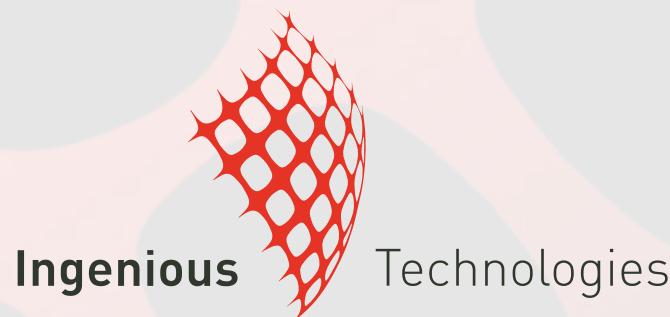
## MORE SALES AND REVENUE FOR YOUR BUSINESS

- Automation of processes between advertisers and partners for greater efficiency
- Measurement and comparison of all advertising channels for increase in customer lifetime value
- Better allocation and use of online marketing budget

# OUR TECHNOLOGY IS TRUSTED BY:



...and many more!



## ABOUT INGENIOUS TECHNOLOGIES

Ingenious Technologies AG is an independent technology provider for Business Analytics and Marketing Automation. Launched in 2012 by experienced online marketing experts from Technology, Marketing and Sales, the company focuses on the development and marketing of innovative, scalable technology for performance-based, branding-oriented online marketing and e-commerce. The in-house research and development department ensures the innovative capacity of the company. With its dedicated support team, Ingenious Technologies also looks after its renowned customers from the retail, financial, as well as travel and telecommunications sector. Apart from its headquarters in Berlin, Ingenious Technologies has subsidiaries in Szczecin, Madrid and Vienna.

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