Ingenious Technologies

CUSTOMER JOURNEY MAPPING
INGENIOUS ENTERPRISE

Customers today approach purchases very differently. To understand their decision-making, businesses make use of Ingenious Enterprise to map customer journeys, identify patterns, and optimise marketing strategies for more sales.

BENEFITS

✓ Your own accurate tracking

With first-party tracking implemented under their own domain, businesses will avoid ad blockers, thereby gathering marketing data with **up to 50% higher accuracy** than other tracking technologies. The data collection process is adherent to strict European data protection laws and businesses will maintain possession of their data.

✓ Cross-device tracking

All data are **collected across desktop and mobile devices on a single platform based on uniform parameters in real-time**. This way, businesses can analyse comprehensive customer journeys, and gain the full picture of all their marketing activities.

✓ Detailed customer journeys

Within each mapped out customer journey, businesses can **get more information out of each touchpoint** (e.g. time and date of the touchpoint, URL of partner that led to the touchpoint and the device used) by simply placing their mouse over the touchpoint.

Additionally, **all data can be downloaded via API** to be imported and implemented into internal BI systems.

✓ Define your own business targets

Apart from clicks and sales, businesses can choose to **configure any action important to their analysis to be tracked**, such as newsletter sign up and adding items to the basket. These will be displayed as analytical events, so that marketers better understand how these events interact with conversions.

✓ Determine your own attribution rules

Both single and multi-attribution can be flexibly configured with Ingenious Enterprise. Businesses can set additional or less weight to channels, so the ones with higher weight take precedence as the winner for conversions. Thanks to the attribution simulator, **the best attribution model for the business can easily be identified and implemented**.

✓ User-friendly interface

Businesses are not only able to zoom into the time frame they wish, they can also choose from graphical and list views of the customer journeys. Additionally, the important **information needed can be easily filtered** with their specified customer journey duration, number of touch points and order value – fast.

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OMNI-CHANNEL VIEW

The mapping of customer journeys on the platform is part of a bigger omni-channel picture.

To analyse performance, it is not only necessary to collect all relevant data but also to organise it clearly. Therefore, apart from customer journeys, there are omni-channel views on the platform that sort data into product categories, devices used, etc. This enables marketers to **quickly identify which channels are performing, how each channel influences conversions, and which combination of channels lead to the most sales**.

In other words, businesses will collect the data they need, in the form that makes sense, and at the aggregated level that they want. With this data, they can make better predictions about their customers' behaviour and thereby better strategic decisions.

FEATURES AT A GLANCE

Accurate first-party tracking to gather data across all channels and devices onto one platform

Detailed information available per touchpoint on the customer journey

Customer journey data can be downloaded via API and imported into internal BI systems

Additional events can be tracked for every customer journey

Single and multi-attribution models can be configured, simulated and implemented easily

User-friendly interface for easy filter and information overview

ABOUT INGENIOUS TECHNOLOGIES

Launched in 2012 by experienced online marketing experts, Ingenious Technologies focuses on the development of innovative, scalable technology for performance-based, branding-oriented online marketing and e-commerce.

The solution "Ingenious Enterprise" is developed to help advertisers, agencies and ad networks to monitor, analyse, optimise and process all their online marketing activities and partnerships across all channels and devices via a single platform.

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