

# OMNI-CHANNEL TRACKING

## INGENIOUS ENTERPRISE

Marketers want to impact their customers at the right moment at the right time. However, the current landscape consists of scattered analytics platforms that are not interconnected, causing data analysis to be inaccurate. With omni-channel tracking on Ingenious Enterprise, marketers can gather and organise their marketing data, in order to make smart marketing investments that increase sales effectively.

### BENEFITS



#### True white-label technology

When monitoring the performance of marketing activities, Ingenious Enterprise uses white-label technology. This means first-party cookies are placed under the advertiser's own domain. **Businesses will thereby avoid ad blockers, gathering marketing data with up to 50% higher accuracy than other tracking technologies.** The data collection is adherent to strict European data protection laws and businesses will maintain possession of their data.



#### Comprehensive tracking

**All customer activities across desktop and mobile devices are tracked in real-time, based on uniform parameters.** The tracking engine on Ingenious Enterprise identifies the user behind the different devices by assigning a unique user ID to his touch points. Offline activities such as redemption of vouchers can also be tracked and consolidated, so businesses can gain a full picture of their marketing activities on a single platform and can optimize marketing spend to increase ROI.



#### Integration of external databases

Via the Ingenious Enterprise platform, **all data can be downloaded via API to be imported and implemented into internal databases**, such as internal BI systems. This data aggregation process enables marketers to gain a consolidated view of all relevant data for a full picture of their business.



#### Organized omni-channel view

In order to add value to the data, it is not only necessary to track accurately but also to organise the data collected. Marketers can use the omni-channel views on Ingenious Enterprise to **recognise synergies among channels and the winning combination that attracts the most sales.**

All touchpoints of the customer journeys can be mapped out visually, so marketers can identify patterns in customers' decision-making process and the most effective channel for each phase.



#### Customisable rules and reports

According to the needs of the business, marketers can adjust the attribution logic to give additional or less weight to channels, so that the ones with higher weight take precedence as the winner for conversions. All reports can also be generated based on the defined KPIs of the business, ensuring that marketers gain all the information they need with a single click. With Ingenious Enterprise, marketers can gain the highest amount of flexibility according to their business needs.

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### ATTRIBUTION MODELLING

As an online marketing manager, the key is in finding the perfect mix and the exact percentage of investment in the upper funnel to harvest in the lower funnel.

Therefore, Ingenious Enterprise serves to help match customer journeys to the buying decision process and identify the channels that best impact customers at various phases. Thanks to the attribution manager on Ingenious Enterprise, marketers can **simulate attribution models and assign weights to channels that are of higher importance to sales**, thereby getting ever closer to the ideal attribution model for their business.

This way, marketers can harmonize the steps of the decision-making process where their channels are strong at, with those where the business is lacking presence, hence shifting budgets and **justifying marketing investments**.

### FEATURES AT A GLANCE



Accurate first-party tracking to maintain data ownership and overcome ad blocking technologies



Comprehensive cross-device and omni-channel tracking to gather all online and offline data onto one platform



Omni-channel view organises data and maps them onto graphical customer journeys for better analysis



Conversion targets and attribution logic can be customised according to business needs



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

### 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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