CUSTOMER JOURNEY PATTERNS

INGENIOUS TECHNOLOGIES
The technology provider for better marketing decisions.

THE CHALLENGE

How can marketers gain the insight into their customers' purchase journey across the vast range of marketing channels and devices needed for the most effective use of budget?

THE SOLUTION

Our Customer Journey Patterns report analyses all tracked marketing data and structures the results to maximize insights. Marketers can then evaluate the recurring patterns and identify the most effective activities that lead to revenue generation.

How does the Customer Journey Patterns report work?

Arrange results

Aggregate impressions and clicks	On
Aggregate media type	Paid Off / Earned Off / Owned Off
Limit accumulation Transaction range / Order value range	100.00 %

Filter and focus traffic sources

Media types	Paid / Owned / Earned
Only show customer journeys with	Anything / Clicks / Impressions
Tracking channel	Please select ▼
Category	Please select ▼
Subcategory	
Partner	
Ad space	Please select ▼
Accumulated order value	0.00 — 10000.00

Clear search   **Search**

STEP 1
Filter and focus the search criteria to analyse the areas you are interested in

19%
884 of 4496
Transactions

■ Current selection
■ Other

96%
857 of 884 selected conversions are attribution winners.

■ Attribution winners
■ Assisting conversions

Show additional events   Analytical conversions Off   Transactions Off

STEP 2
Dive into the patterns generated by your selected criteria

1 - 20 from 61

Customer journey patterns		Transactions		Order value	
		Number [%]	Accumulated %	Number [%]	Accumulated %
Total		884 (100%)	100%	0 (100%)	100%
		692 (78.2%)	78.2%	0 (0%)	0%
Affiliate networks 1.1 (1 - 5) Networks					
Affiliate networks 1.3 (1 - 5) Networks Organic search 1.3 (1 - 3)		42 (4.7%)			
Affiliate networks 1.4 (1 - 6) Networks Direct Type-in 2 (1 - 7)		38 (4.2%)			

STEP 3
Optimise your marketing budget directly with our Attribution Manager and Commission Manager

Benefits at a glance

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

Detailed information of patterns from customer journeys

Filtered results shown in the granularity you need - in detail or aggregated

User-friendly interface for easy insights in your customer journeys
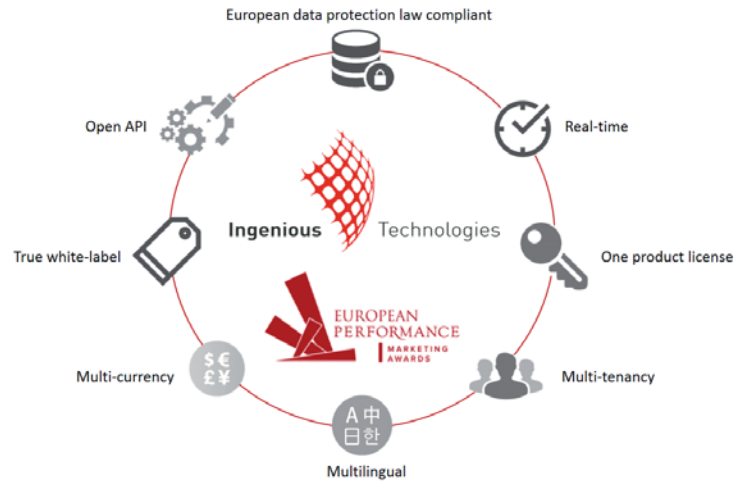
About Ingenious Technologies

Ingenious Technologies is a leading independent marketing technology provider, which was awarded Best European Performance Marketing Technology in 2016. With the cloud-based Ingenious Enterprise platform, companies across all industries can aggregate, structure, enrich and analyse all data collected, both online and offline. Thanks to real-time processing and a high level of automation, reliable data sets are available for clients to make agile marketing decisions.

Through its in-house R&D team, as well as international Customer Excellence team, which manages clients worldwide from its headquarters in Berlin, Ingenious Technologies secures its success through constant innovation and proximity to the market.

European data protection law compliant — Real-time — One product license — Multi-tenancy — Multilingual — Multi-currency — True white-label — Open API

Ingenious Technologies — EUROPEAN PERFORMANCE MARKETING AWARDS

How you can empower your digital marketing with us

First-Party Omni-Channel Tracking

Real-time Attribution & Deduplication

Customer Journey Analysis

White-Label Private Affiliate Network

Rating, Accounting, Billing & Payment

Tag Management & 3rd-Party Tracking

What our clients say

LOGITRAVEL.com

Since we started using Ingenious Enterprise, we have been able to manage our online marketing activities in an unprecedented way. It's the first time we get total transparency on our affiliation channel, allowing us to make a better attribution.

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With the SaaS platform, Ingenious Enterprise, our data remains on German soil with a German data trustee, acting under German data protection law. This is an essential point for us!

Für Tiere wie Deins ZooRoyal.de

What Ingenious Technologies offers has far exceeded our expectations. They have gone above and beyond to provide excellent technology and consultancy services to ensure that our marketing operations enjoy maximum efficiency and output.