

## PARTNER MANAGEMENT PLATFORM

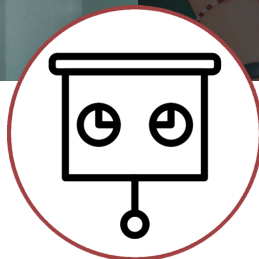
# I want to analyse and understand my customers

Like you, we believe that understanding the customer is king. That's why the Ingenious platform enables you to easily monitor customer journeys and analyse your marketing performance at any granularity you need, so your sales can reach new heights!



### Decide the conversion targets to monitor

Want your customer journeys to reflect all the interactions you care about? You have the full flexibility to determine and model conversion targets according to your needs.



### Get the analysis that really matters

Wonder what the winning recipe behind your sales is? We make analysing customer journeys easy, so you can identify patterns and optimise channel overlaps.



### Configure attribution rules to incentivise activities that bring results

Forget the outdated last-click wins model: prioritise, and therefore reward, your marketing channels and partners according to your desired marketing mix.

## With the Ingenious reporting & analytics tool, you get:

- ▶ Configurable **commercial and analytical conversion targets** you care about
- ▶ **Individualised dashboards** with your desired KPIs to stay on top of your partners' performance
- ▶ Real-time **attribution and deduplication** to gain clarity over your marketing mix
- ▶ **Customer journey analytics** to identify patterns and channel overlaps
- ▶ **Channel and device analytics** that can be drilled down to the raw data, with no data sampling applied
- ▶ **Bulk export and import capabilities** to save you wasted time and frustration



## What can Ingenious do for you?

Our powerful Partner Management Platform is designed for you to track, manage, analyse and payout your marketing partners - all in one place. This way, you can save resources and focus on improving your ROI.



### Technology fee based

We believe in your success. That's why we charge monthly based on your platform usage, not on your business results.



### Made in Germany

Founded and operating in Germany, we are proud of our strict data protection policies, as we remain on top of GDPR.



### Serviced by experts

Our team consists of online marketing professionals bringing many years of varied experience to the table.

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Join these brands and free your team from manual work while keeping control on all your operations now!

