

conDati Marketing Analytics

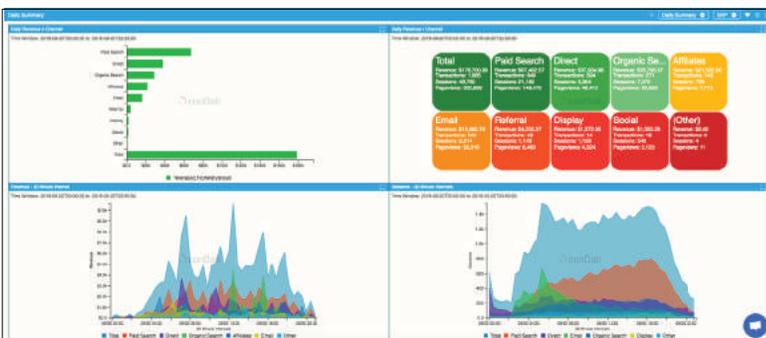
AI & Machine Learning for Marketing Decision Makers

HOW WILL CONDATI IMPROVE MY MARKETING PERFORMANCE?

conDati applies AI and machine learning to create forecast models purpose-built for Marketing: We give you current, accurate, and constantly-updated predictions for top-line revenue and marketing campaign performance, integrated across advertising platforms, channels, market segments, and more. Whether you need to fill an e-commerce revenue shortfall today, or plan your optimal digital marketing spend across the next year, conDati Marketing Analytics gives you understanding at your fingertips.

No IT involvement required, no report-building needed: Access visualizations for specific marketing use cases via your browser, all delivered preconfigured, and available within a few days of signing up. conDati combines your performance data from Google, Facebook, Bing, and other advertising platforms into a unified data set, analyzed and presented to answer specific marketing questions.

More focused on email than on advertising? conDati works with data from Salesforce Marketing Cloud, Salesforce Pardot, Marketo, and other marketing automation systems. Whether your business model is e-commerce or B2B, our analytics show you how to improve your marketing ROI.



conDati collects revenue, cost and conversion data from your most important marketing systems, and blends it all into a single unified data asset. From that asset we create forecasting models and purpose-built analytics to inform program decision making, budgeting, marketing operations, and planning.

CONDATI MARKETING ANALYTICS DELIVERS:

- Integration:** A single unified marketing data asset that collects performance information from your most important martech sources — eliminating the need for manual reporting in spreadsheets.
- Reporting:** Complete, current and accurate dashboards and reports that show real-time campaign performance across all platforms and channels.
- Forecasting:** Accurate revenue and performance forecasts that update as quickly as the source systems collect new data — not days (or weeks) later.
- Monitoring:** Continuous campaign monitoring for change detection, with real-time alerts for operational anomalies that need attention.
- Recommendations:** AI-generated suggestions for specific actions and resource allocations to improve marketing results.

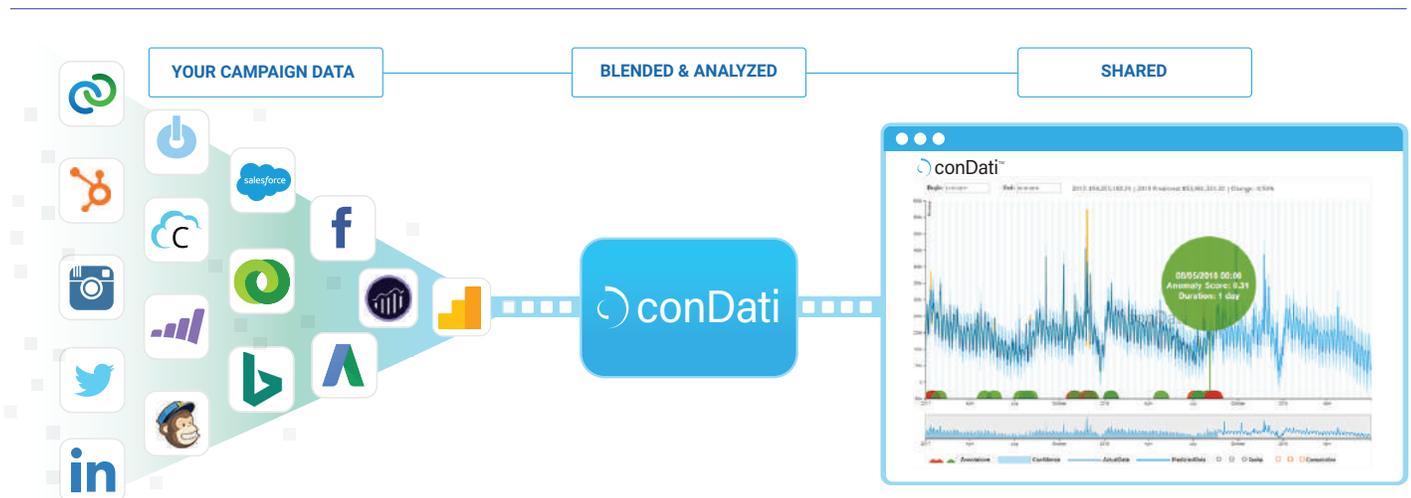
“conDati identified the 80/20 nature of our thousands of keywords, and showed us where and when our PPC spend is most effective. With the insights we’ve gained from conDati, we have consolidated our marketing spend and made it more sophisticated – and our results are showing the impact.”

— John Miller, CTO, Discount Dance Supply

HOW DOES CONDATI MARKETING ANALYTICS WORK?

conDati pulls performance data from your most important martech platforms as it arrives, and stores it in your own single-tenant data warehouse. conDati blends the data and presents it to you in a comprehensive portfolio of pre-built visualizations. These give marketers specific views of performance, from top-level revenue generation to up-to-the-minute operational views of every campaign, across every channel and every platform.

If you had a crystal ball that could tell you the future performance of your marketing campaigns, what might you be able to do? With all this performance data (we never collect PII), conDati's algorithms can do amazing things ... like constructing models that predict the future. Once you know what *should* happen, it's easy to recognize something unexpected, whether it's positive or negative: Maybe it's time to double-down on adwords, or perhaps there's a performance problem on your website. Either way, conDati is watching every campaign, all the time. We notice what stands out, and we lead you straight to the problem.



conDati Marketing Analytics collects, blends, stores, and analyzes performance data from your most important digital marketing platforms. Our forecast models highlight changes in performance, whether they're long-term seasonal trends or real-time performance anomalies.

BUT I HAVE MARKETING ANALYTICS ALREADY, DO I REALLY NEED MORE?

Most companies have a dozen or more systems in their martech stacks, across multiple advertising platforms, each with its own dashboards and reports. The major-brand analytics platforms capture revenue performance, but they capture cost data exclusively for their own sources. The result? Only 1-3 percent of marketing data is ever looked at — and even then, it's days to weeks out of date.

Steering by the wake can only get you so far. conDati gives you the ability to manage your budgets and priorities based on future results, not the past. As marketing becomes more complex, and market environments change faster and faster, it's more important than ever to have understanding at your fingertips: The information and suggestions you need to take action — now — to increase conversions, revenue, and marketing performance.