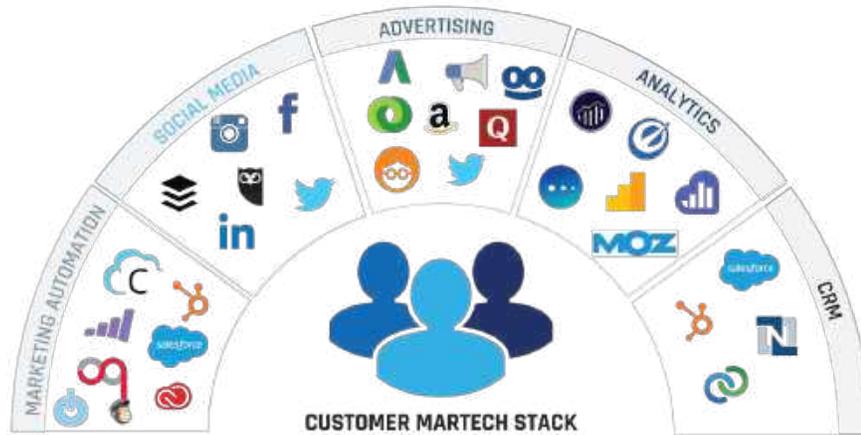


Safe and Smart: Online security vendor looks to improve return for digital marketing campaigns

ESET believes conDati will transform days of spreadsheet work into an instant source of e-commerce truth

ESET'S DIGITAL MARKETING CHALLENGE

E-commerce is an important revenue stream for ESET, and it's growing rapidly in the consumer security market. ESET needs to immediately (and intimately) understand and react to the success of its digital marketing campaigns, including new customer acquisition, retention and renewals, and cross-sell and upsell. They want accurate, up-to-date data for their digital marketing campaigns to know in a timely way what programs are delivering optimal results, which needed refinement, and to better understand campaign attribution for those activities that were adding to top-line revenues.



A typical enterprise uses on average 91 marketing applications, and in mid-market, 30 applications.

“ Monthly manual reporting requires 20+ hours over 2 weeks before we can even talk about what we should do. With conDati, we can see and share current results, anytime we want. And we can put all those reporting hours into designing and launching better digital campaigns, and reallocate budget to other important initiatives such as brand awareness.”

Maureen Pflum
Senior Marketing Analytics Strategist, ESET North America



ESET sells a full stack of security software products over the web.

User Base	> 110 Million
Website	www.eset.com
MarTech Apps	>30

BUSINESS NEED

ESET needed to collect its digital campaign performance data into a single place for analytics to improve Return on Marketing Investment (ROMI) and increase e-commerce revenue.

SOLUTION: conDati for e-Commerce

By activating conDati's Data-Science-as-a-Service platform for marketing, the company believes it can cut reporting efforts almost completely, and reduce time-to-results from weeks to hours. ESET plans to use this recaptured time to create and manage more, and more effective, campaigns.

ANTICIPATED BENEFITS

- Reduces monthly reporting effort from 30-40 work hours to nearly zero.
- Reduces the time delay from results to assessment from 2-3 weeks to same-day.
- Eliminates the need for applications administrator and report builders.
- Provides e-commerce revenue lift from better campaigns launched sooner.

conDati's AI/ML driven-platform will allow ESET to gain augmented intelligence with real-time recommendations for campaign optimization and accurate forecasting of results.

"At full deployment conDati will help us increase our online revenue by as much as 10% per year."

*Maureen Pflum
Senior Marketing Analytics Strategist
ESET North America*

A TOUGH JOB WRANGLING DATA

Maureen Pflum, Senior Marketing Analytics Strategist at ESET North America was the individual on the line for delivering ESET's marketing analytics. She reports back to both the marketing and finance executives on weekly and monthly success and helps determine associated campaign course corrections and ad spend changes. The task was truly "data wrangling," manually consolidating into a single spreadsheet information from five or more siloed marketing technology data sources (i.e. Google Analytics, Adobe Analytics, Eloqua, NetSuite ERP) to deliver a single view. The monthly report required 14 hours to complete using Excel, and up to an additional two hours to create PowerPoint visualizations to accompany the statistics. Add in bi-weekly reports and manual forecasts, and half of Pflum's time was devoted to reporting.

"I spent much of my day just compiling data, even before any analytics could be performed," Pflum stated. "Even then, we could only uncover minimal program attribution statistics, and any accurate forecasting was still aspirational."

TIGHTER CONTROLS, MAXIMUM MARKETING ROI

ESET plans to use conDati's abilities to perform accurate, timely forecasting, and to augment or curtail spending on programs that are over or under achieving based on B2C and B2B campaigns. Tighter control and visibility into daily results will deliver the essential ability to understand specific channel contributions

and provide a clearer picture of the overall sales funnel with a focus on Return on Marketing Investment (ROMI.)

This will eventually end the latency experienced with manual weekly and monthly reporting, creating the ability to instantly see what e-commerce campaigns are performing and to perform A/B testing to validate what variations are driving revenue. Time spent creating reports from siloed data sources that provide only static and backward-looking views will be reduced and eliminated..

"Our manual processes were time consuming and error prone, and production of visualizations were ad hoc and out of date by the time they were complete," Pflum continued. "Now, with conDati, we are not only able to integrate our marketing data sources, but that data will transform into easy to understand visualizations and predictions to inform the entire team, from marketing practitioner to the executive suite."

"We can look instantly at forecasts and understand product trends, such as renewals, to equip everyone with the knowledge of what campaigns are working to adjust on the fly. We can fix problems, such as with our website, email and PPC campaigns, quickly and without negative impact to the business. The conDati team understood our challenges in translating our requirements into contextual reporting, and had the technical smarts to do so," Pflum concluded.

ABOUT CONDATI

conDati arms marketing leaders with an AI-driven marketing platform for campaign decisioning and predictive analytics. We give marketers 100% confidence in their digital marketing campaign data, boost productivity by 10x-50x and increase digital advertising revenue lift up to 50%.

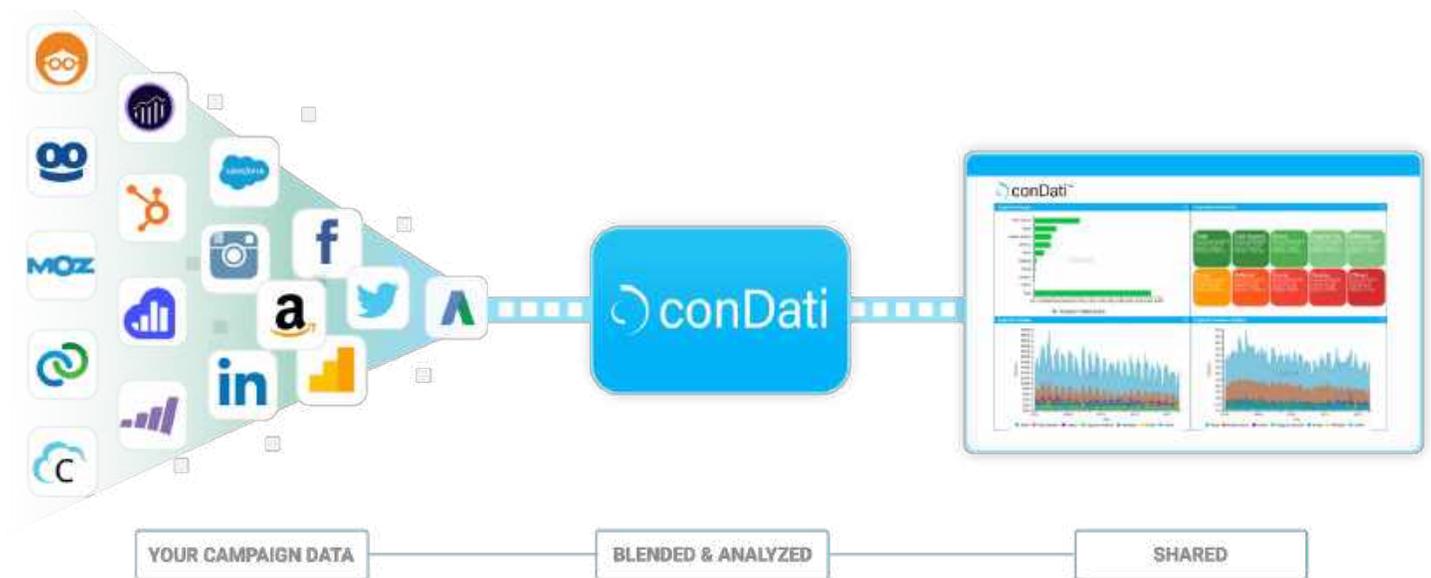
We do this by unifying cross-channel campaign data and by using Data Science, Machine Learning & AI to drive intelligent recommendations for campaign uplift and forecasts of sales and pipeline conversions—all in one platform. Digital marketers gain timely information through alerts, reports and live dashboards —resulting in optimum campaign ROI and return on ad spend.

Find out more at www.condati.com

Email us at marketing@condati.com

"conDati will help us finally understand which campaigns are worth investing more on and which campaigns to stop, and moreover gain insights into the path to revenue through the attribution models."

*Maureen Pflum
Senior Marketing Analytics Strategist
ESET North America*



conDati unifies your key campaign performance data, and provides deep campaign insights across content, audience, channels that impact your client acquisition and retention programs.



+833-265-3284 | marketing@condati.com | [@condati_inc](https://www.instagram.com/condati_inc)

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