

DANTRACK

What is this?

A data mining tool which aggregates and analyzes data sources to create detailed consumer profiles. Sources can include, but are not limited to: Flashtalking, Google, Facebook's Atlas, on-site data, Mediamath, etc.

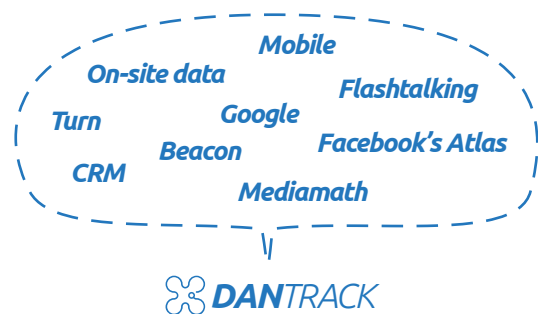
Mostly used in:



* This will help you to:

- ... collect data from many trackers at the same time
- ... compare customers activity across portals and devices
- ... evaluate the impact of marketing campaigns
- ... understand and effectively track your consumers, online and offline

★ Data integrations:



Why DANTrack?

- › **Saves time** by having a comprehensive database in one place
- › **Generates super-fast insights** based on visualized data
- › Enables you to identify substantial actions **to improve business performance**
- › **Compatible** with all **trackers** and **data providers**
- › **Re-targeting** based on collected and analyzed data
- › Fully integrated **face and license plate recognition**

Time to start: about 3 weeks

Can be connected to:

- **IDA**
- **Smart Shelf**
- **Navigation on Beacons**
- **Media Planning & Media Advertising**



Questions?

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This is part of our full suite of digital services across all customer touch points. We can help you design, produce, measure and optimize every piece of work for an engaging, end-to-end digital experience.



Global Reach:



20+

Years of Digital Experience

Should you need any further information regarding our products and services, contact us to learn more and to discuss how we can help your business grow.



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