

# 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.

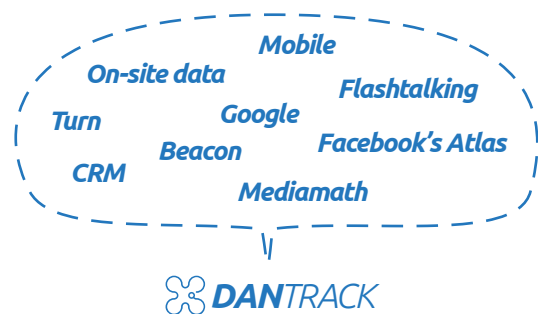
Mostly used in:



### \* 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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