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# Why data analysis & automation is key during this pandemic crisis?

360-DEGREE CUSTOMER VIEW

Web traffic spiked amid coronavirus outbreak

+ 12%
Streaming demand 2

+ 20%
Web traffic 2

+ 30%
VPN usage2

+ 60%
Article views 3

+ 75%
Gamming2
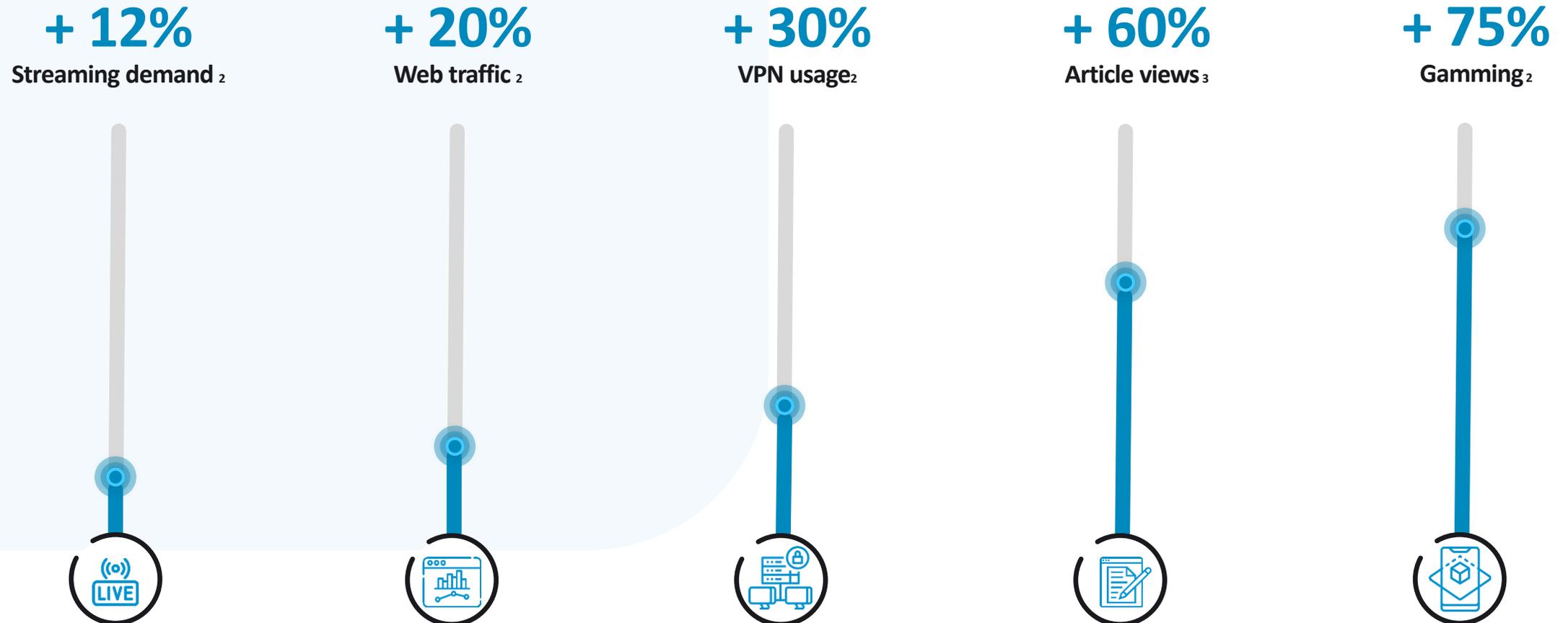
2 CNBC. (2020). Retrieved March 19, 2020, from CNBC website: https://www.cnbc.com/

3 MediaPost. (2020.). Retrieved March 17, 2020, from MediaPost website: https://www.mediapost.com/

The unexpected influx of traffic in websites is having a huge impact on organizations

Difficulties to track users demographics and behaviours on site

Poorly targeted content

Lost of customer engagement

Difficulties to understand customer needs

Loss of customer service quality

Why create your own data streaming pipeline?

> **Black box solutions** (e.g Google Analytics)
>> Data is share with third parties
>> Limited types of events
>> Data based on statistical samples

> **Customized data streaming pipelines**
>> Data ownership
>> Customer actions and behavior analysis
>> Real traffic results
>> Personalized metrics and KPIs

CONSULT AN EXPERT

WHAT METRICS WE CAN GET?

Click maps
User's patterns
Personalized events
Pages visited
Types of devices
Location
Unique user ID
Browsed content
and so much more!

100% visibility over your data and define personalized events to track!

If "data is the new oil", why give other players access to valuable information that is our property?

Google Parent Alphabet passed the $1 Trillion in market value, in 2019! This incredible result is due in part to the data and information that we concede from our websites and through ADS from its platform and third parties [4]

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4 Forbes. (2020.). Retrieved April 13, 2020, from Forbes website: https://www.forbes.com

Data Journey

Storage and Processing Data

AIOps

WEBSITES

APPS

OTHERS

Parsing and Pre-Processing Data

VERY UNSTRUCTURED DATA

Dynamic Storage Scalable

User Segmentations

Content and Product Targeting

Channel optimization and Recommendation System
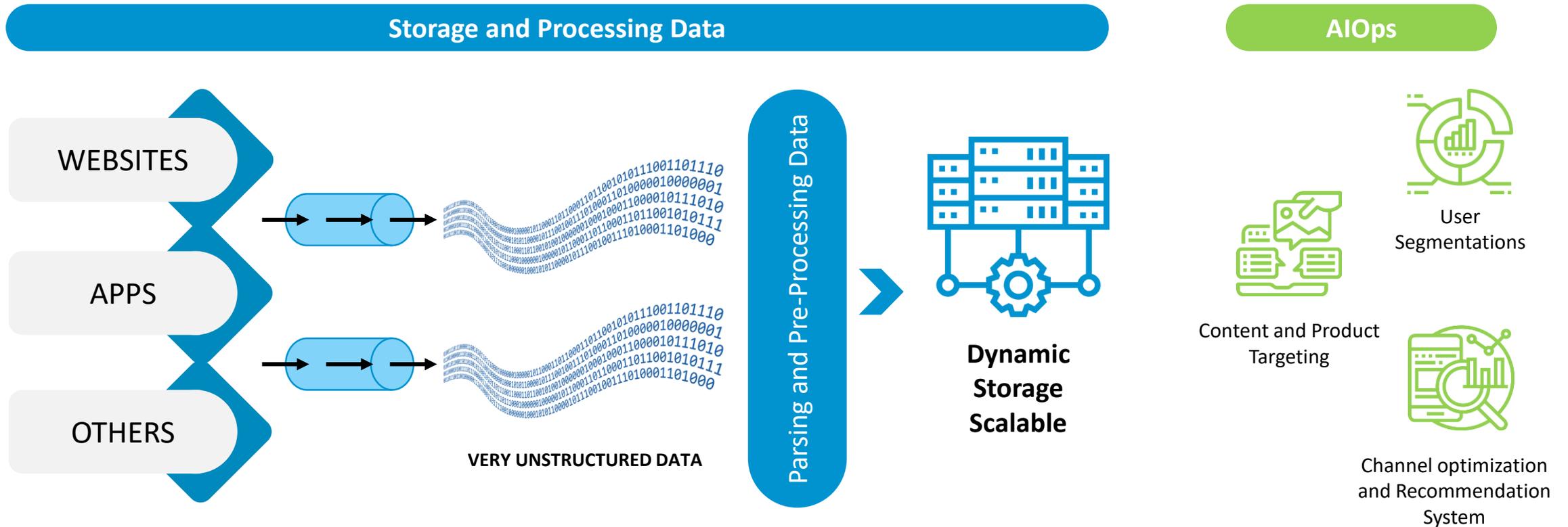
Create or use existence events:
- Advertising ID;
- Content;
- Impressions;
- Views;
- Clicks;
- Conversions;

Business Outputs
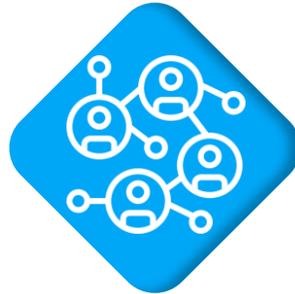
User Profile
Effective knowledge of the users who interact with your website/app

Geo Targeting
Geo-special distribution of digital channels through the collection of interaction events.

Segmentations and Analysis
Analytical knowledge about trends and dynamics to act accordingly and support just in time decision making.

Interaction Knowledge
Set of events that allow understanding different stages of interaction with digital channels (Impressions, Views, Clicks and Conversions).

Content and Product Targeting
Targeting of content and products to the different segments based on interaction and user dynamics (Location, Segment, User Activity).

Take the most out of your data

KNOW HOW

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GET IN TOUCH