



Integrated Analysis of Multi-Platform Marketing Data

Why

Multi-platform marketing, also known as cross-platform or multichannel marketing, is a strategic approach where businesses promote and engage with customers across multiple digital and traditional channels.

The aim is to provide a consistent message and branding across different platforms, optimizing engagement and interaction with the audience wherever they are likely to consume content.

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Challenges

- Diverse Data Formats
- Volume of Data
- Need for Integration
- Trustworthy Attribution

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Marketing channels

- Social Media Ads - Meta Ads & TikTok Ads, Snapchat Ads & Pinterest Ads
- Search Engine Ads Google Ads & Bing Ads
- Organic Social & Search Organic social media & Organic search engine traffic
- Email & SMS Marketing
- Podcasts & Influencers & Affiliates
- Any other channel

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Storing the data

Cloud databases –
Google BigQuery,
Amazon Redshift,
Snowflake Data Cloud,
Microsoft Azure SQL,
MongoDB Atlas

Standalone Databases
(also can be stored in
the cloud): MySQL,
PostgreSQL, Oracle
Database, IBM DB2

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Integration

- Ready Apps – connectors to all platforms (funnel.io, connexio.co, supermetrics.com, etc)
- Write your own connectors for each of the marketing channels

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Attribution



Use Google Analytics data vs. collecting your own data (add own proprietary script tag)



User identification (cookie data or utilizing unique identifiers, such as user-agent strings, IP addresses, and first-party data)



Attribution models: first click, last click, linear, time decay, position based, and data driven attribution models, AI models

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Benefits



Holistic View of
Campaign Performance



Improved Customer
Insights



Enhanced Decision
Making

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Thank you!

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