

Tracking, Attribution & Optimization

For Digital Marketers

Tracking digital marketing spend from first click to conversion, and every step in-between, is crucial to gaining insight into the customer journey. CAKE makes it easy to capture and analyze the granular data needed to attribute every consumer action. This allows digital marketers to pinpoint the channels or partners that are the most valuable traffic sources.

CAKE's SaaS solution simplifies the digital marketing process by providing an intuitive, multi-channel hub that gives marketers the most complete view of customer purchasing habits generated from multiple online traffic sources. With these insights, digital marketers are empowered with the intelligence needed to clarify and optimize marketing spend to increase online sales and lead-generation efforts.

Track

Search • Email • Social • Display • Mobile • Shopping • Lead Generation • Affiliate • Video

Track & Act In Real-Time

- Multi-Channel Tracking (Display, Mobile, Affiliate and more)
- Automated Performance Alerts
- Geo-Targeting
- Partner Integrations & Open API
- Mobile App

Make Intelligent Marketing Decisions

- Performance Dashboard & Optimization
- Comparative Insights
- Advertiser & Partner Self-Service Portals
- User & Account Management Roles
- Campaign Targeting

Bring Clarity To Digital Marketing Campaigns

- Detailed Insight & Management Capabilities
- Direct Relationships with Publishers
- Attribution Modeling
- Fraud Monitoring
- One-Button Payment Processing Abilities

Clarify and Optimize Digital Spend

Advanced Tracking & Attribution

Business rules provide attribution based on publisher contributions which help build the relationship with the consumer leading to a purchase or lead.

Connect with High-Value Traffic Sources

Integration to a highly effective ecosystem that includes a multitude of best-of-breed solutions and technology partners. Compatibility with multiple sources allows for insight into what's working, or not, all on a single dashboard.

Take Control of Your Data

Greater transparency provides savvy digital marketers with the clarity to better target their spend in real-time. Fraud monitoring features including caps, and customized real-time alerts for events, plus campaign activity taken within your platform ensure performance accuracy.

Granular, Accurate Insights

Access millions of data insights from the top level to the most granular. Accurate, real-time analytics are instantly available, enabling marketers to make rapid decisions that will reduce spend and boost ROI. Filter data in a single click to discover and identify key metrics that will help improve conversions and reduce waste.

Global Capabilities Enabled

Supports multiple currencies and languages so marketers can track the performance of their digital marketing campaigns and better target their spend on a global scale. Additionally, the solution optimizes and directs geo-specific traffic in real-time, as well as provides payout in appropriate currencies, adhering to publisher and tax compliance.

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—— www.getCAKE.com ——