Webtrekk
Drive Your Profit.

How to Optimise Customer Journey Without Data Leaks

User Centric / Programmatic / DMP / DSP / Customer Journeys for TV, Mobile & Web

Christian Sauer, CEO

”

Put our tag on your website and we will find the right customers for you in our cookie pool.

Algorithms will find lookalike customers based on their behaviour.

? “

Webtrekk

Third Party Adnetworks on Websites vs. Adnetworks on Big Three Sites

E-Commerce 1	E-Commerce 2	Adidas
Adition	[x+1]	Certona
AdRoll	Adap.tv	Demandware Analytics
ADTECH	Adition	DoubleClick
AdTiger	Advertising.com	Facebook Connect
AppNexus	Aggregate Knowledge	Facebook Custom Audience
AT Internet	Akanoo	Google Analytics
BidSwitch	AppNexus	Media Optimizer (Adobe)
Criteo	BidSwitch	Needle
DoubleClick	BrightRoll	Omniture (Adobe Analytics)
DoubleClick Spotlight	Casale Media	Optimizely
Facebook Connect	ClickTale	SOASTA mPulse
Facebook Custom Audience	Datalogix	Tealium
Facebook Exchange (FBX)	DoubleClick	
Google AdWords Conversion	Ensighten	
Google Analytics	Facebook Connect	
Google Dynamic Remarketing	Facebook Custom Audience	
Google Tag Manager	Google Analytics	
Granify	LiveRail	
Improve Digital	LiveRamp	
LiveRail	Media Optimizer (Adobe)	
LiveRamp	Neustar AdAdvisor	
Media Optimizer (Adobe)	OpenX	
New Relic	PubMatic	
OpenX	Right Media	
Optimizely	Rocket Fuel	
PubMatic	Rubicon	
Refined Labs	Smaato	
Reklam Store	SOASTA mPulse	
Right Media	SpotXchange	
Rocket Fuel	Tapad	
Rubicon	The ADEX	
Tag Commander	WebTrends	
Twitter Advertising		
Yahoo Analytics		
Yieldlab		

VS

amazon.com	facebook	Google
Amazon Associates	DoubleClick	keine

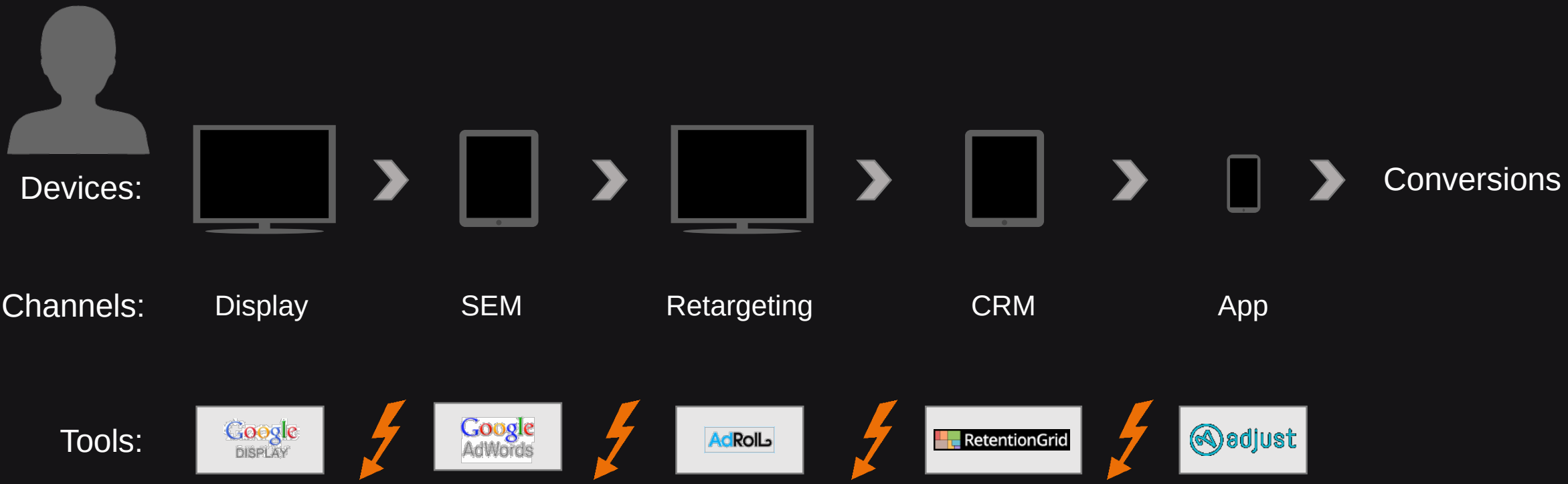
Don´t use vendors, which do not give you transparency about data handling in a contract!

Webtrekk

Data Takers win,
Data Givers loose.

Webtrekk

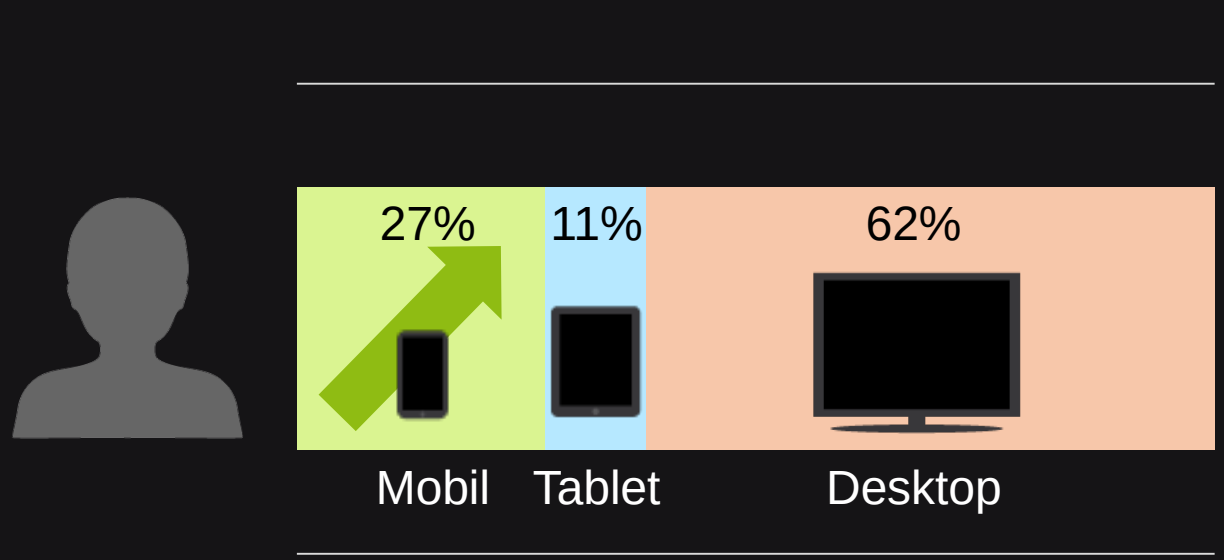
Too Many Data Sources in Your Customer Journey Bring Confusion

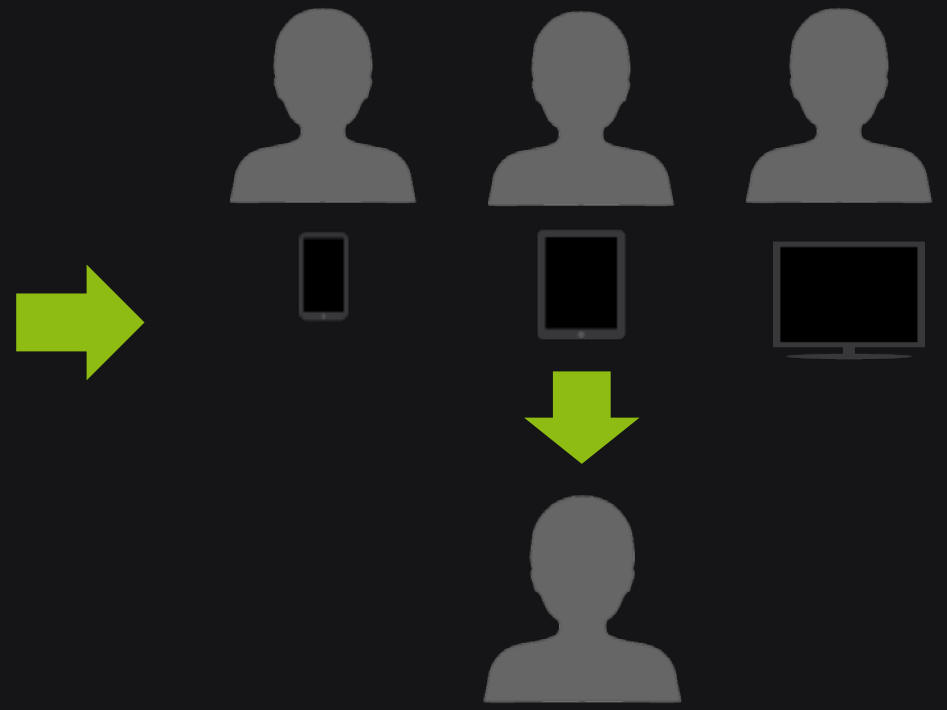


The more tools you use, the more successful you become (It´s a joke).

Webtrekk

Fully Integrate Your Mobile Data in a Single Data Silo





Devices

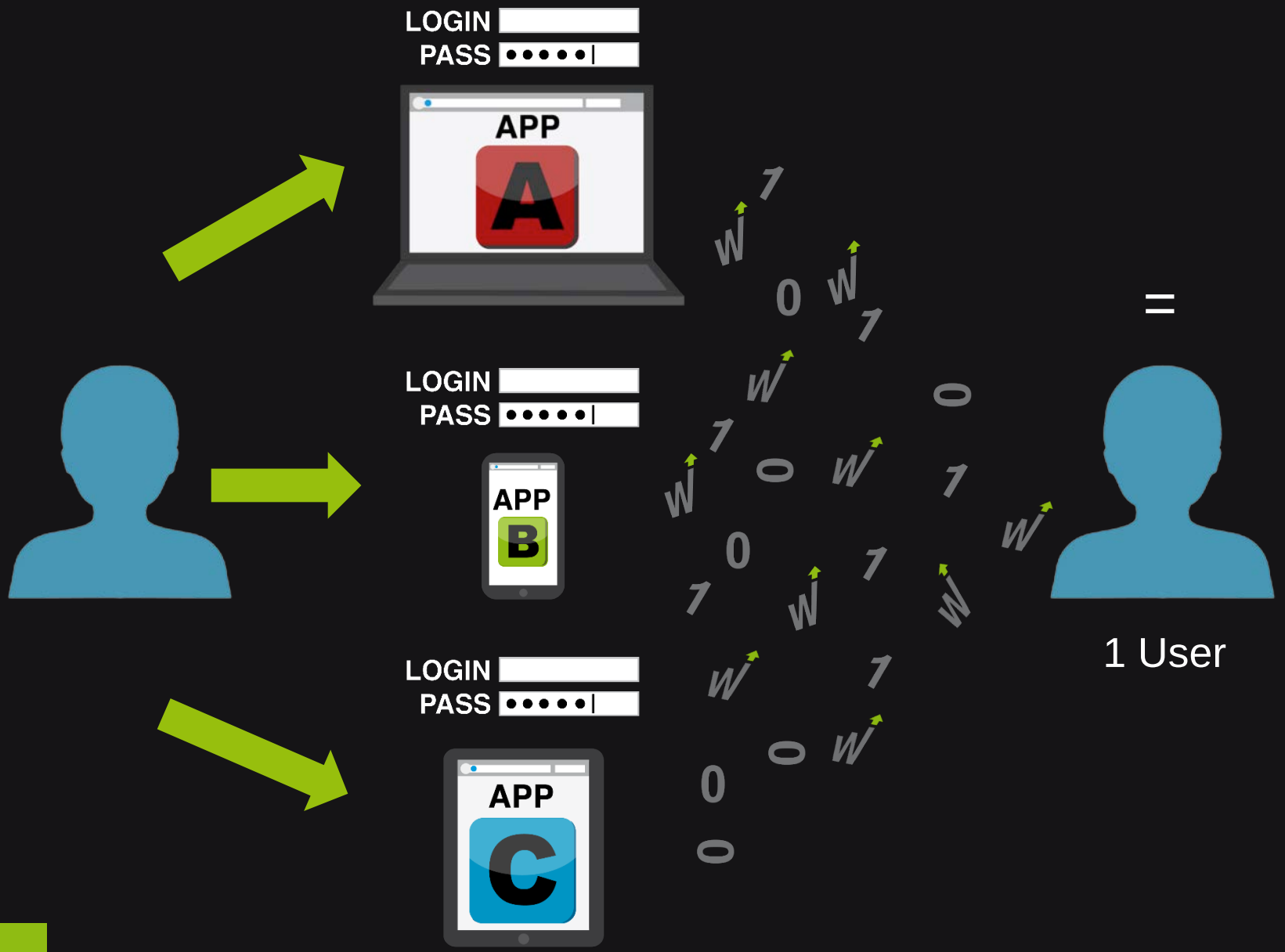
Order value

mobile phone ▶ PC / laptop ▶ mobile phone	284 €
PC / laptop ▶ mobile phone ▶ PC / laptop	139 €

Webtrekk Statistik Q4 2015. Die komplette Statistik hier

Webtrekk

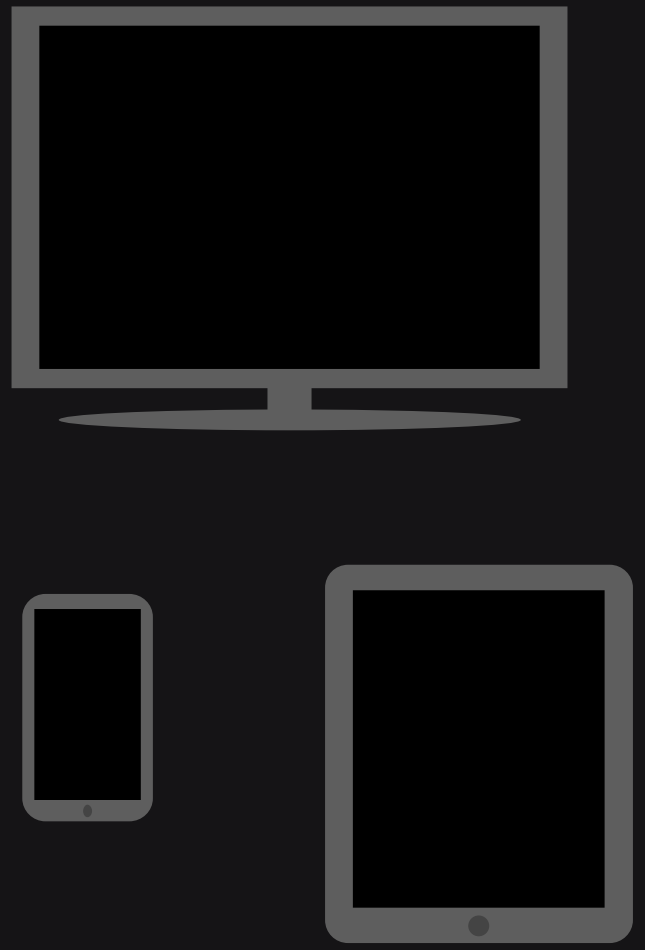
Webtrekk Cross Device Bridge Helps You To Improve Data Quality



Webtrekk

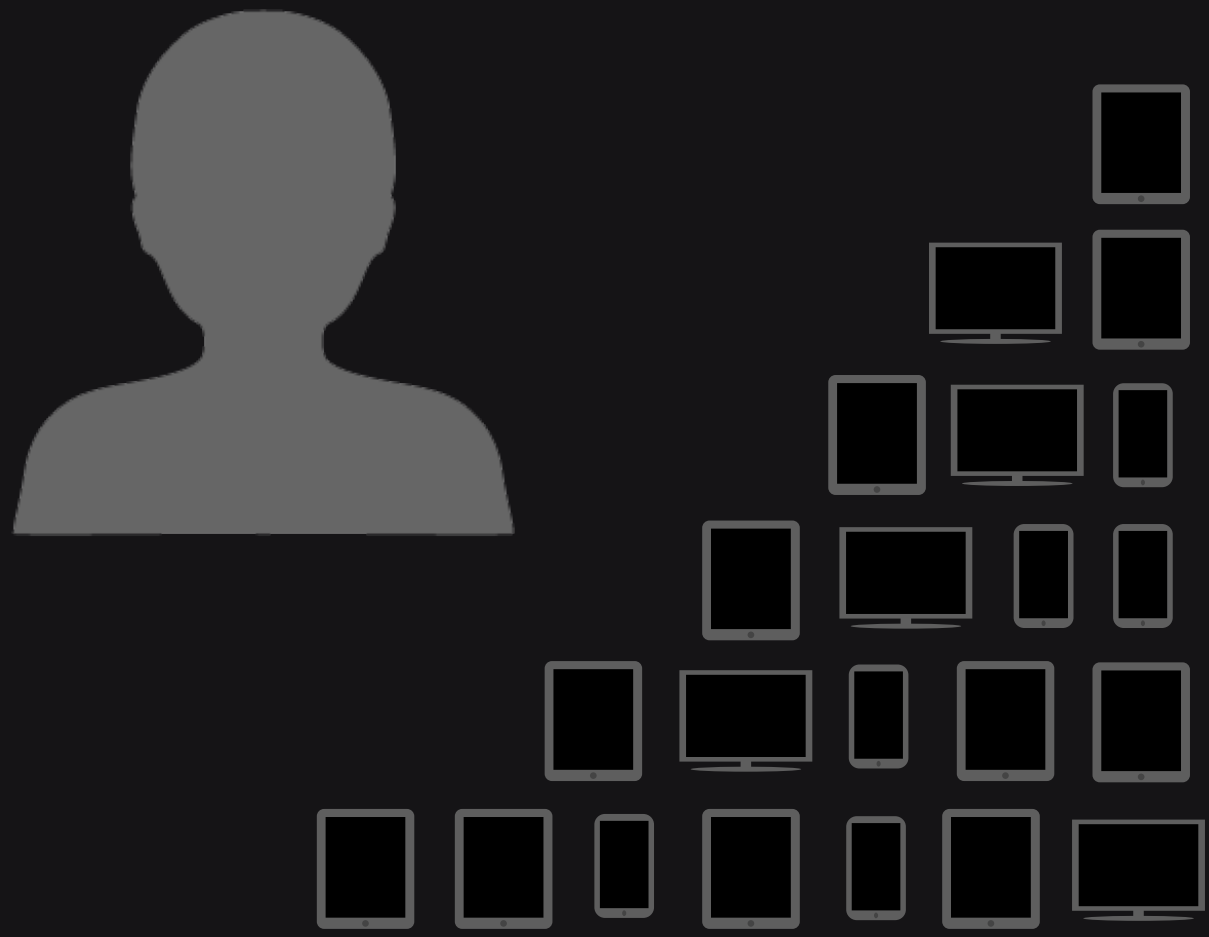
Avg Devices per User

2,37



Webtrekk

How many devices owns a user?



Devices	%
1	52,09
2	21,27
3	10,74
4	5,78
5	3,31
more	6,83

Webtrekk

Change in Relevance with Cross Device Data

Trigger → Supporter → Converter

+21% **+43%**

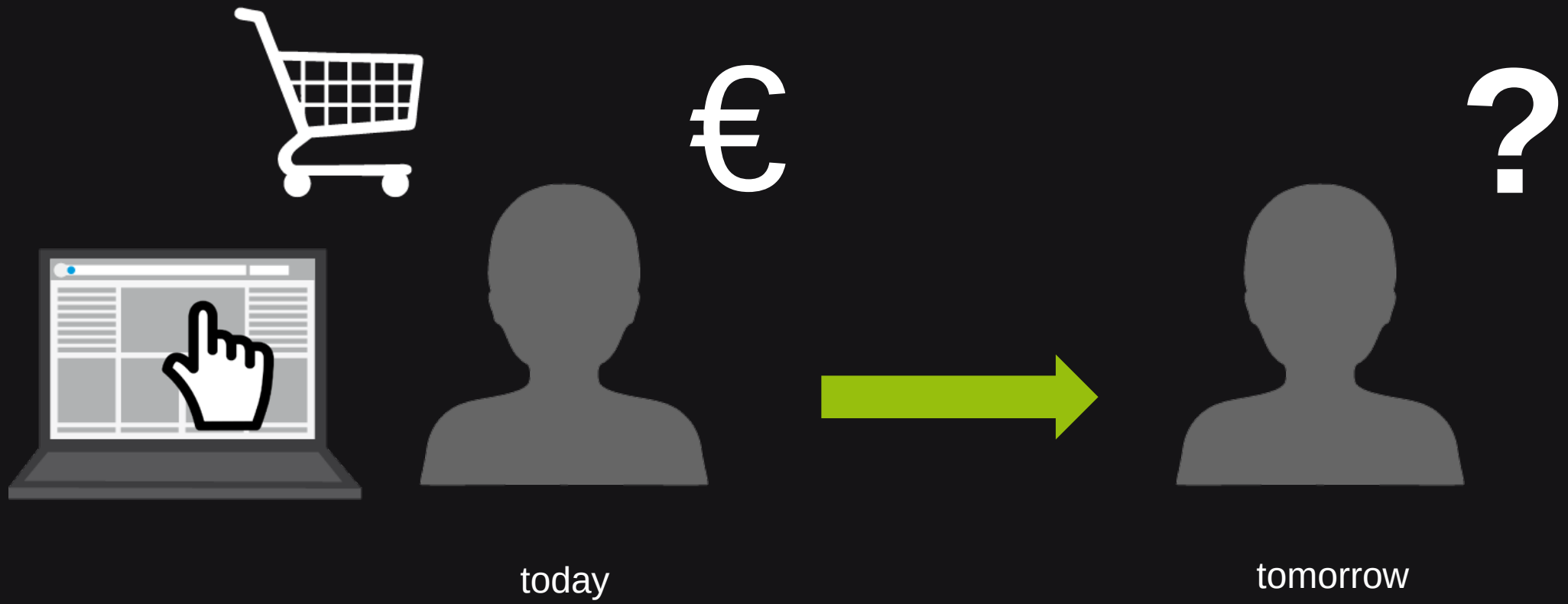
Sample Channel Bias with Cross Device Information

SEO

+23%

Webtrekk

How Do your Users Behave in the Future?



Predictions have a higher quality with cross device data

Webtrekk

What do we do?

We help you to achieve user centric marketing goals

without helping your competitors

Webtrekk

Webtrekk by numbers
(we ♥ data)

723
Servers

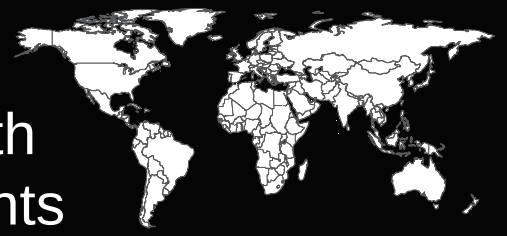
79 Billion
Server calls WT processed last month

€

5
of **top 10 Banks** in Europe use us

25 Mio.
Funding

27
Countries with Webtrekk clients



11 ESPRIT
Years since we won our first client – Esprit (who are still with us)

Thank You!
christian.sauer@webtrekk.com

6 of **top 10 E-Commerce sites** use Webtrekk

€ 7,8 Billion
Revenue our Ecom clients

2015
'New Digital Technology of the Year'

zalando · Deutsche Telekom · Audi · ING · Rai · Red Bull MEDIA HOUSE · PORSCHE · VOGUE · LACOSTE