The marketer's problem – your core analytics data is 80% wrong

Corvidae is the only data rebuilding engine – for attribution that works.

The marketer's problem

The pressure on marketers to spend accurately, efficiently and to drive growth is more intense than ever. Traditional digital channels have become saturated, meaning growth is often only achievable at loss making acquisition cost. Brand activity is under heavier scrutiny and its effectiveness for new customer growth is increasingly being questioned by finance leaders.

Marketers, as a result, are overwhelmingly left with last click reports and disconnected channel strategies that make it impossible to remove wasted spend, cannibalisation, or identify incremental spend opportunities. Meanwhile, high spending competitors erode market share and drive up CPAs across all channels, worsening ROI over time.

What if you could...

✓ **accurately identify wasted spend**

✓ **target incremental growth activity**

✓ **have a single ROI assessment of every campaign?**

Using more than a decade of performance marketing experience with large enterprise brands, combined with years of investment in our technology, we have taken a sophisticated approach to dramatically improving the quality of the underlying marketing data.
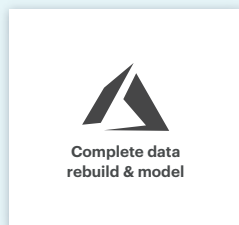
Combining this with machine learning models we can intelligently connect single customer journeys across multiple online and offline marketing channels.
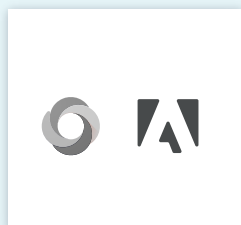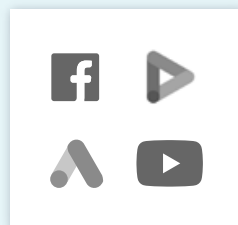
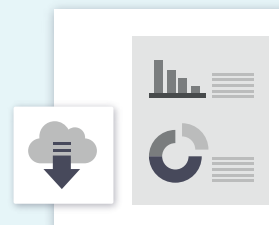| INGEST	REBUILD	JOIN	AUTOMATE & REPORT
We ingest up to 2 years' raw analytics clickstream from your existing analytics tag (Adobe or GA360).	We rebuild the data using ML to 'see' the individuals behind the clickstream data and their full conversion journey.	Each journey is then stitched into data silos where ad exposure overlaps with a customer and improved conversion.	Dynamic API endpoints & hourly model refresh means customer data can be bedded into any tech stack. Also gain access to our multichannel performance marketing suite.

Complete data rebuild & model

CORVIDAE

It's all about the data

While oversimplified models are partially to blame, the root cause of ineffective attribution is the poor quality of the underlying marketing data. Siloed data sources result in incomplete customer journeys that ultimately lead to channel saturation and cannibalisation.
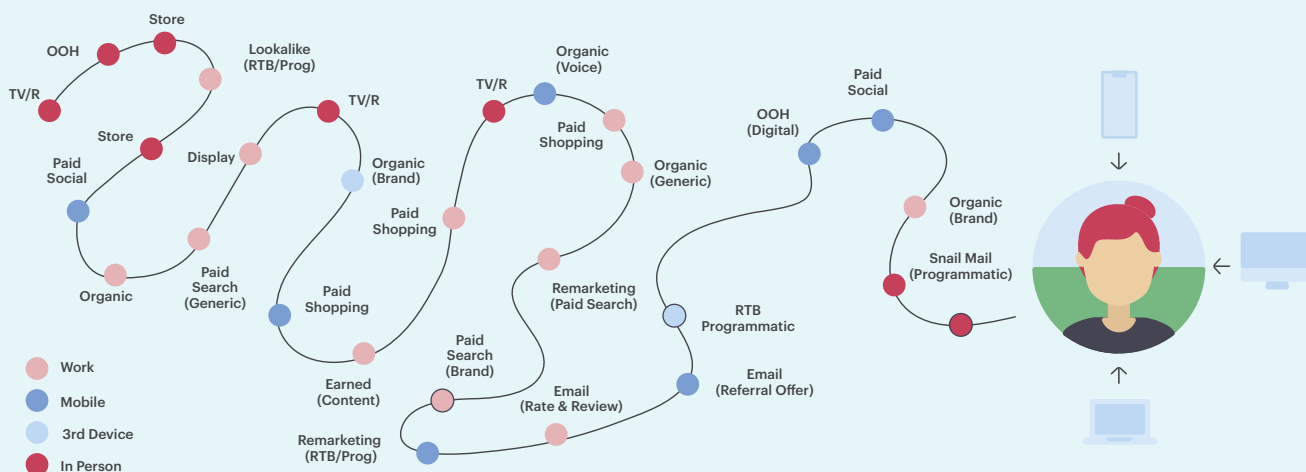
Stop cleaning and start rebuilding your data

Corvidae provides a complete solution by leveraging proprietary machine learning techniques to look beyond the data, and instead map individual customer behaviour. This process dramatically improves the accuracy of the data and makes it easy to connect with other data sets, giving a 3x more accurate response than the marketplace.

We are the only solution on the market that performs a complete rebuild of your marketing data. This unique process dramatically improves the marketer's ability to access accurate, predictive attribution outcomes and power automated elimination of wasted spend.

Benefits for Marketers

- Unified analytics online and off: finally an accurate single point of truth

- Easily identify wasted spend & better allocate budget for increased ROI & reach

- Target incremental growth activity at the lowest CPA by campaign

- Attributed ROI for every campaign & creative project

- Eliminate media spend & channel cannibalisation

- Single view of the customer journey across online and off, with 2 year lookback

- Predict buyer behaviours and automate their acquisition

Corvidae: building a complete customer view

Legend:
- Work
- Mobile
- 3rd Device
- In Person

Nodes: Store, OOH, TV/R, Store, Paid Social, Organic, Paid Search (Generic), Display, Store, Lookalike (RTB/Prog), TV/R, Organic (Brand), Paid Shopping, Paid Shopping, Earned (Content), Remarketing (RTB/Prog), Paid Search (Brand), Email (Rate & Review), Organic (Voice), TV/R, Paid Shopping, Organic (Generic), Remarketing (Paid Search), RTB Programmatic, Email (Referral Offer), OOH (Digital), Paid Social, Organic (Brand), Snail Mail (Programmatic)

Rebuilt, accurate marketing data allows multi-touch attribution models to perform as they were intended. Only with Corvidae can the true value of upper funnel activities be justified and wasted spend eliminated

Corvidae's individual 360 degree customer view that also includes probabilistic modelling, joins journeys together that were previously unidentifiable. Only then can the marketing mix be correctly optimised.

Deploy more powerful customer acquisition feeds as they are now based on a complete customer view.