

CAKE Launches Latest Product at Shop.org

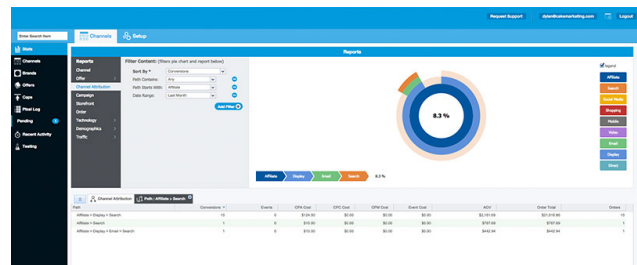


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Held annually, the Shop.org Summit brings together digital and multi-channel retailers to discover new trends, get actionable takeaways and build relationships with colleagues and vendors.

According to Gartner, global ad revenue expenditures are projected to increase 5.3% reaching \$532 billion by the year's end. Global ad revenue continues to grow in 2014, fueling investments in data-driven advertising technologies and techniques designed to improve targeting, attribution and measurability, as well as to accommodate new formats and channels.

Undoubtedly, advertisers are at the Shop.org Summit looking for new, innovative technology, making the summit the perfect place to debut CAKE for Advertisers, which focuses on helping retail advertisers track, attribute and optimize their digital marketing spend.



CAKE is at Shop.org booth #1917 and is happy to provide you with a demo of CAKE for Advertisers.

CAKE for Advertisers is a SaaS-based solution that tracks, attributes and optimizes digital marketing costs across search, display, email, video, social, affiliate and other channels. Designed to unlock the value of real-time insights, CAKE's multi-channel marketing intelligence hub supports the full breadth of channel analysis needs with advanced data visualization capabilities and pre-built, third-party technology integrations.