![CAKE logo]

Do You Know How Customers Find Your Products?

See clearly, spend better.

Tracking: 82.2% of performance marketers do not have the ability to measure cross-channel performance or return on investment. *Do you track your customers' journey?*

Attribution: $137.5 billion is spent on digital advertising. *Do you know the ROI of every dollar you've spent?*

Optimization: Digital interactions influence 36 cents of every dollar spent in retail stores, totalling $1.1 trillion annually. *Do you know which channels your customers interact with before they decide to buy?*

CAKE's intuitive SaaS-based platform provides tracking, attribution and reporting clarity, allowing online retailers to optimize the performance of their digital spend.

Our platform captures and analyzes granular data to attribute every customer action, allowing online retailers to pinpoint the digital channels that are the most valuable traffic sources. With this business intelligence, online retailers can clarify and optimize their digital marketing spend to increase online sales and lead generation.

P. +1-949-548-CAKE
http://getCAKE.com/ecommerce-tracking-attribution

A Single System to Manage All Your Digital Marketing Channels

⟶ **Multi-channel tracking** in real-time covers *search, display, email, social, mobile, video, affiliate, direct, shopping and more*.

⟶ **Single-view dashboards** let you easily decide where to spend your digital marketing budget.

⟶ **Robust reporting structure** yields deep insight into the channels that drive digital marketing campaigns.

⟶ **Intuitive data visualizations** provide the ability to make intelligent marketing.

⟶ **Diverse integrations** work with over 60 technology and service partners.

⟶ **Proven reliability** facilitates over 5 billion consumer transactions per month.

SKU and Category-based Reports

Customize reporting by SKU or category and share these views across your organization. Create calculations for each report and share via custom views.

Voucher Code Support

Upload and track unique coupons by source using advanced attribution options.

Network Management

Manage an entire performance marketing program with one tool to track and analyze results, provide creative and guide digital marketing spend choices.

Real Metrics In Real-time

See exactly which channels are performing, export data to a CSV file, access data via API and schedule specific reports.

Ecommerce Integrations

Understand every level of ecommerce campaign performance and collect actionable metrics on every order via product feed integration.

Pixel and Postback Management

Simplify workflow and allow administrators and affiliates to control postback and pixels within virtually any network or platform.

Multiple Price Formats

Set price formats by campaign for each conversion or event to track marketing costs across channels by CPA, CPM, CPC or revshare.

Targeted Campaign Control

Get immediate campaign control through real-time optimization of location, device and custom targeting with traffic caps and redirects.

> "We selected CAKE as it offers us an innovative and effective ecommerce solution for tracking, attributing and reporting on the performance of our digital advertising campaigns. CAKE will make it possible to understand our customers' online journey from the first click to the final sale, accelerating our evolution from an advertising model to a full ecommerce experience."

Fred Dimesa
VP Strategy at Gifts.com

www.getCAKE.com