

# CAKE for Advertisers

*Tracking digital marketing spend from first click to conversion, and every step in-between, is crucial to gaining insight into the customer journey.*

## Capture, Analyze, Attribute

Advertisers need a platform that easily captures and analyzes granular data to attribute every customer action, allowing them to pinpoint the channels that are the most valuable traffic sources.

CAKE for Advertisers is a SaaS-based multi-channel tracking platform that provides the most complete view of customer purchasing behavior generated from multiple online traffic channels. With the insights provided by CAKE, advertisers are empowered with the intelligence needed to clarify and optimize digital marketing spend to increase sales and lead-generation efforts.

## Tracking, Attribution and Optimization for Advertisers

- **Multi-channel tracking** in real-time covers search, display, email, social, mobile, video, affiliate, direct and shopping.
- **Robust reporting structure** yields deep insight into the channels that drive digital marketing campaigns.
- **Intuitive data visualizations** provide advertisers with the ability to make intelligent marketing decisions.
- **More integrations** with over 60 technology and service partners.



### Multi-channel Tracking

Get the power and confidence to redirect marketing spend in real-time through deeper insight into the channels that drive traffic.



### Digital Spend Optimization

Identify high- and low-performing channels and sources through data comparison and visualization across various marketing channels and traffic sources on a single dashboard.



### Targeting

Target by country, language, device, ISP carrier, operating system, browser or custom parameters using URL and referring affiliate.



### Lead Generation and Distribution

Collect, report on and distribute leads in real-time with industry-leading tools.



### Multi-touch Attribution

Support multiple attribution models including engagement, linear, time decay, customized, as well as first and last touch.



### Reporting and Data Visualization

Customize reporting by user and share these views across an organization. Create custom calculations on each report and share via Custom Reporting Views instead of just exporting reports to Excel.



### Ecommerce Solutions

Understand every level of ecommerce campaign performance and collect actionable data through product-based tracking and reporting.



### Integrations

Report on the most common tasks and actions within a single interface. New integrations are introduced monthly.

## Trusted by media partners worldwide

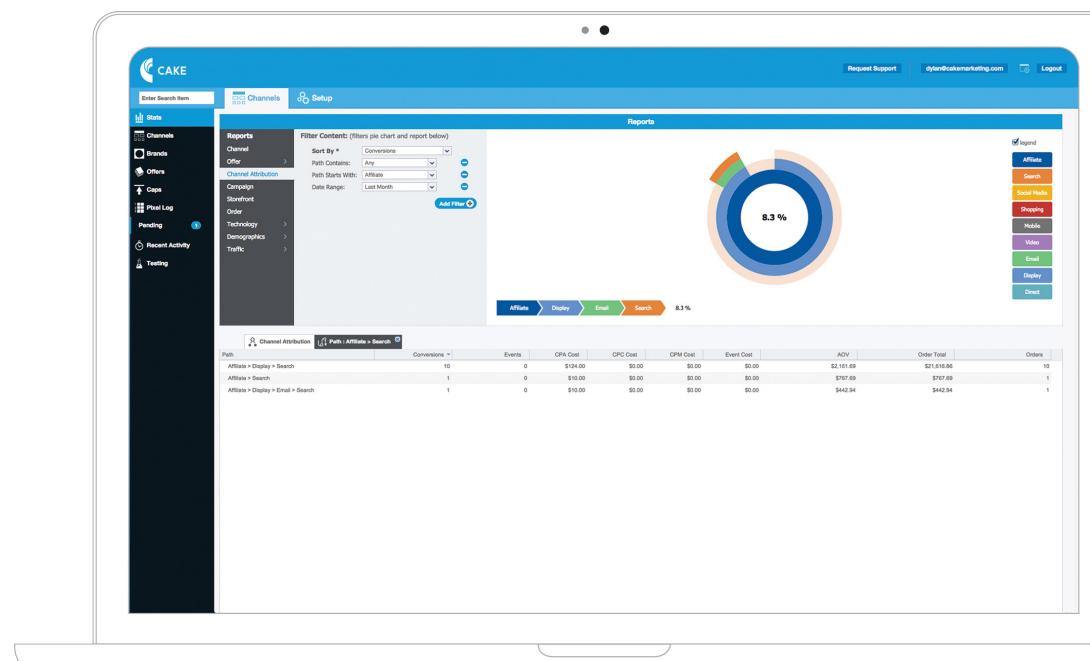
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