Scalable and Reliable Digital Marketing Campaign Tracking

See clearly, spend better.

- $137.5 billion is spent on digital advertising each year, yet 82.2% of performance marketers do not have the ability to measure cross-channel performance or return on investment of that spend.

- 63% of consumers research financial services online prior to purchase, and 33% actually make their purchase online.

- A yearlong study of 32 million phone calls to businesses found that the largest source of phone calls to financial services companies, 21%, was from mobile search.

Like all data, each of these stats can be great to know, but unless you understand exactly how they impact your financial services business, they can be meaningless.

CAKE provides SaaS-based solutions to track, attribute and optimize performance marketing spend, in real-time. Bringing clarity to multi-channel marketing campaigns, CAKE's tracking platform empowers financial services companies with the insight to make intelligent marketing decisions and gives them the ability to actually measure cross-channel performance and return on investment.

With CAKE, you can see exactly which marketing channels are driving your leads from initial inquiry through to final conversion.

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http://getCAKE.com/forex

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 decisions.

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

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

Superior Support

Get industry-leading support; 24 hours, 7 days a week. Our team combines a deep understanding of the digital marketing landscape and industry-leading customer service to keep our customers informed and in control.

Reliability

Rest easy with worldwide co-location through RackSpace and Amazon Web Services. Plus, get an SLA with 99% guaranteed uptime.

Dedicated Servers

Scale to meet business needs in real-time with options ranging from a shared single server to multiple dedicated servers.

Frequent New Feature Releases

With the best development team in the business, we continually work hard to drive the innovations that our customers need long before they imagine them. We release new features and product updates every two weeks.

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Integrations

We partner with the industry's leading service providers because we understand the value it adds for our customers when they expand their CAKE platform by integrating with 3rd-party solutions.

Marketo & Salesforce.com

Seamless integrations with Marketo & Salesforce.com boost lead nurturing and allow for the creation of custom workflows and better-targeted campaigns.

Best-in-class Lead Gen Management

Collect and report on leads in real-time with customizable validation criteria. Easily manage the entire relationship with lead sources from a single platform.

So Many Ways To Track

Track virtually any aspect of your digital marketing campaigns and your leads, including product interest, ad impressions, location, mobile device and the events that really drive conversions.

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CAKE is able to analyze events at a very granular level, going beyond simply tracking clicks so that we can also analyze things like app usage and ongoing engagement. This will help us not only manage tasks like payouts, but also gather critical insights about the total customer lifetime value of performance-driven traffic and measure the program against our other digital marketing channels."

Nick Roberts
Chief Marketing Officer, Acorns

www.getCAKE.com