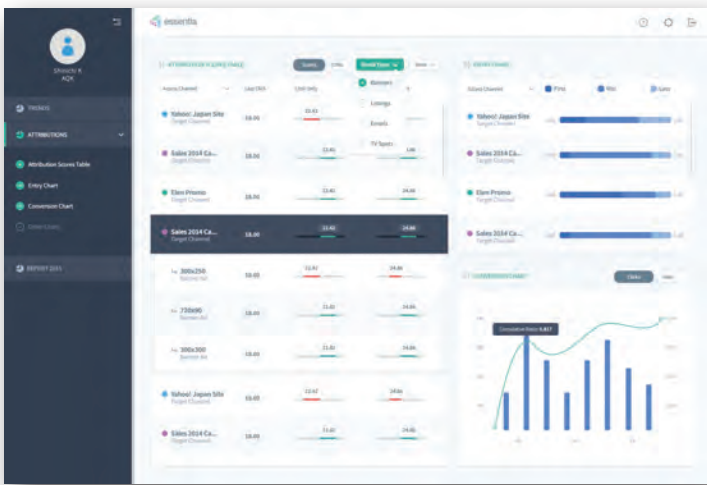




Essentia Big Data Analysis Service for Marketing Insight

Ad networks, CDNs, web analytics and other systems generate large volumes of logs. All this log data can be a goldmine of important information to help drive key marketing and business decisions. However, ad server logs often run into billions of rows of data on impressions, clicks and more. Attempting to combine them with web server logs (also often in the billions of rows) is challenging, to say the least. Because of the time it takes to properly correlate and analyze this data, it's difficult to extract actionable intelligence.

AuriQ Essentia enables advanced marketers to tap into the goldmine of information that exists within their log data. It provides the unique ability to “match” users from one data log to another, thus creating a complete picture of each customer’s journey. With AuriQ Essentia, data analysis that once took weeks or days, can now be accomplished in hours. The result is actionable intelligence delivered expediently—in time to improve active marketing campaigns.



Multi-Channel Attribution Modeling

With Essentia, marketing attribution modeling has never been so easy. Essentia allows you to link impressions, clicks, organic and paid searches, and conversion events to get the most complete and accurate description of the customer journey experience. With Essentia, merging multiple sizable logs and computing attribution scores becomes an easy task. Essentia gives you access to a library of attribution models, allowing you to easily compare attribution scores across different models. Gain valuable insight about the effectiveness of your advertising and marketing initiatives per Ad and per Channel. Setting up custom weighting or applying a dynamic data driven model can also be achieved by taking advantage of our custom development services.

KPI's and Trending

Develop and visualize unique KPI's from the wealth of data in your advertising and marketing logs. You don't have to be limited by the canned reports and dashboards from vendor UI's. With Essentia, you can take all that raw log data from ad servers, web servers, application servers, and other sources and blend and merge them to get a more complete view of your customer's journey.

Media Overlap Analysis

Rank the most effective combination of ads, sites, channels media and more in a customer journey (i.e. count of users who visited siteA and siteB, or siteC and siteF). This is a measure of 'media overlap' and can be used to gauge how customers exposed to a particular brand or advertisement respond and ultimately lead to conversion.





Essentia Features

Cloud Based Solution

AuriQ Essentia runs on Amazon AWS cloud infrastructure, which offers unlimited scalability. No physical hardware needs to be purchased or maintained.

Log Management & Storage

AuriQ Essentia provides an AWS S3 bucket for log storage and management. If you already have an existing S3 bucket for file storage, then it's very easy to connect Essentia to additional file stores.

AQtag for log collection

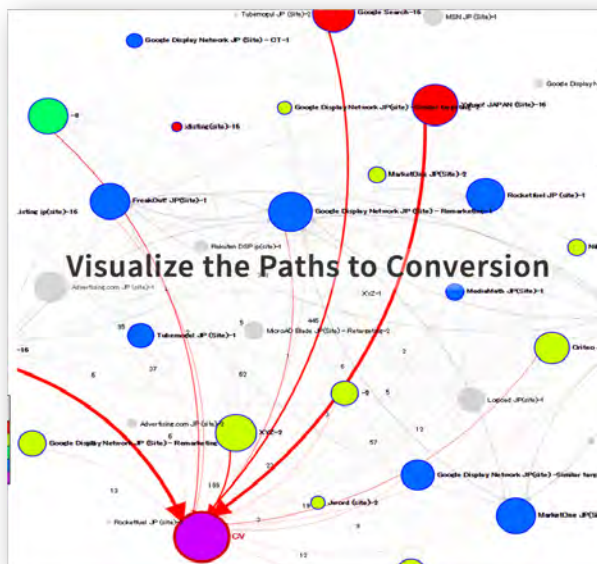
Essentia offers its own tagging technology in cases where customers don't have access to the raw logs from source systems. It can be installed directly into your site or ads, or through third party tag management solutions. All log data generated is owned by our customers who can export, modify or otherwise use as they see fit.

Customizable Dashboard

Interactive and modular dashboard makes it easy to customize just by dragging and dropping report elements.

Unique Visualization

Our team of programmers and data scientists are constantly innovating to provide unique and insightful report visualizations that make understanding your data easier.



Services

Consulting

Our team of dedicated data scientists, programmers and designers are ready to take on any level of consulting project to help you get the maximum from your data and Essentia.

White Label

Essentia can be provided as an OEM solution that vendors can offer to their customers. All the functionality of the Essentia SaaS + branding customization + user management tools + AWS resource management tools.

Get your Free Essentia Account

Sign-up is free and easy. Use your Google ID to login or enter an Email address. Try all the features of Essentia SaaS free for 30 days. If you want to speak to us before starting, our account managers are ready to answer any of your questions.

Customer Success

A large insurance company used Essentia SaaS to analyze their digital and traditional marketing initiatives. Essentia allowed them to take logs from 6 different data sources and blend and merge them. They applied a combination of attribution and media overlap analysis and discovered:

1. Online video ads were found to be 17 times more efficient in CPA based on custom weighted attribution scores compared to last-click.
2. Of the 300 TV commercial spots run each month, they were able to measure the CPA per spot and per content and identify which drove the most traffic to their site.

As a result of the analysis provided by Essentia, they reduced ad spend by 15% from those channels that were less effective. Their efforts were soon rewarded with higher levels of conversion at lower costs, which according to their estimates was equal to approximately \$10 million in additional life time sales.