

# Fuel BigData

Solution - Customer 360 view

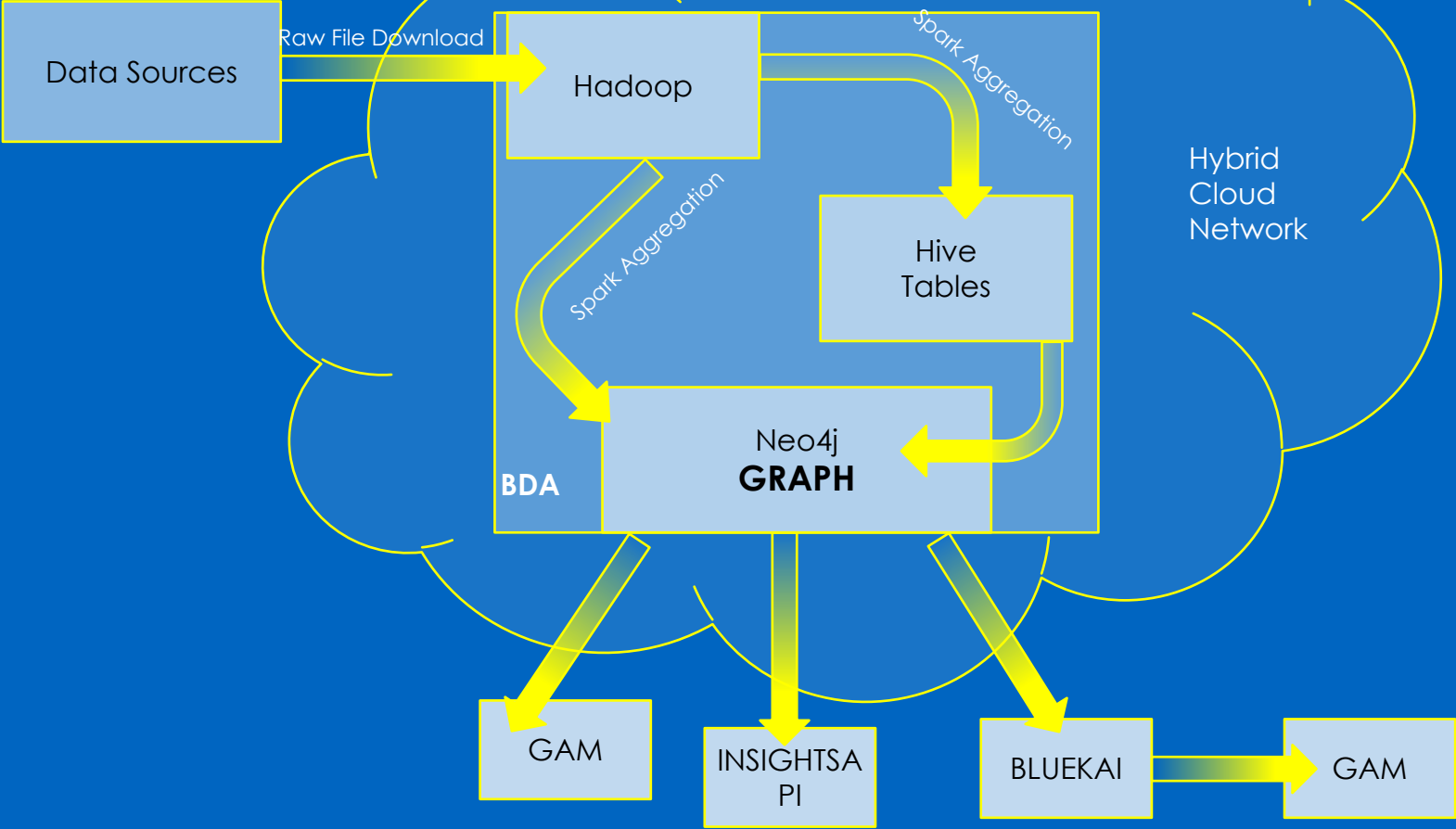
# SCV & BI

## DATA SOURCES:

- Ad Serving — GAM, Amazon
- Registration/Declared — Gigya, Wonderpush
- Behavioral — Google Analytics, Bluekai
- Survey — SurveyGizmo



# USER INSIGHTS DATA FLOW



# Understand **Sports Fans** Through Their Whole Journey

## USER DEDUPLICATION

Follow the user across ALL DAZN O&O and DAZN 360 properties

## ACTIVATE EVERYWHERE

Be Platform Agnostic: Email, Web (Google, Bluekai), App. All user IDs linked in the graph.

## RECOMMEND BETTER

Learn from user relationships to recommend content

## TELL STORIES ABOUT CUSTOMERS

Connect Ad Interactions with User Insights.  
Leverage Unique Data Platform in the Publishing World.

## PERSONALISE EXPERIENCE

Insights API allows DAZN properties to personalise user experience

## TARGET ADS BETTER

Boots acquisition and Ad Sales. Use user data to adjust ad delivery and messaging

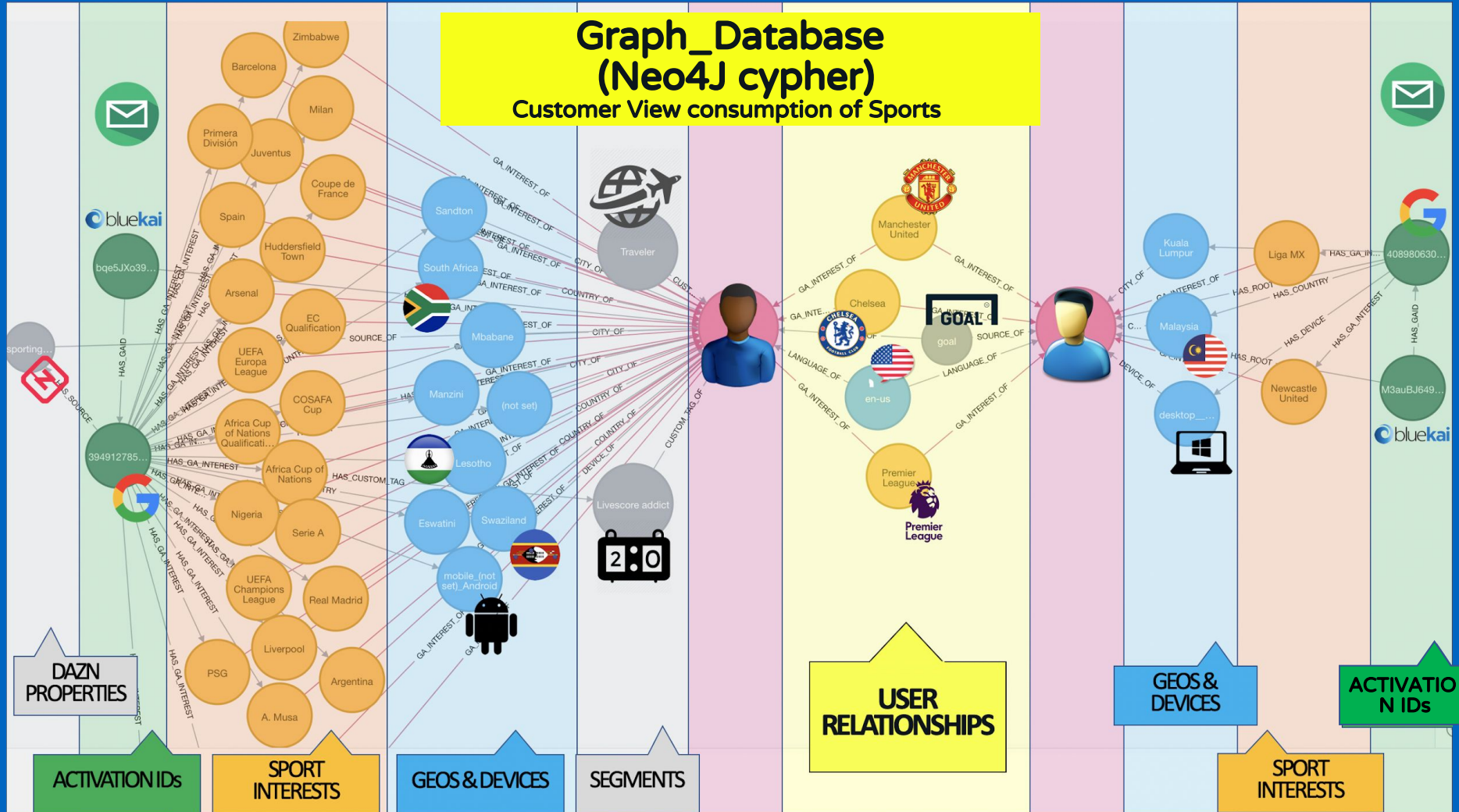
## B. I. INSIGHTS

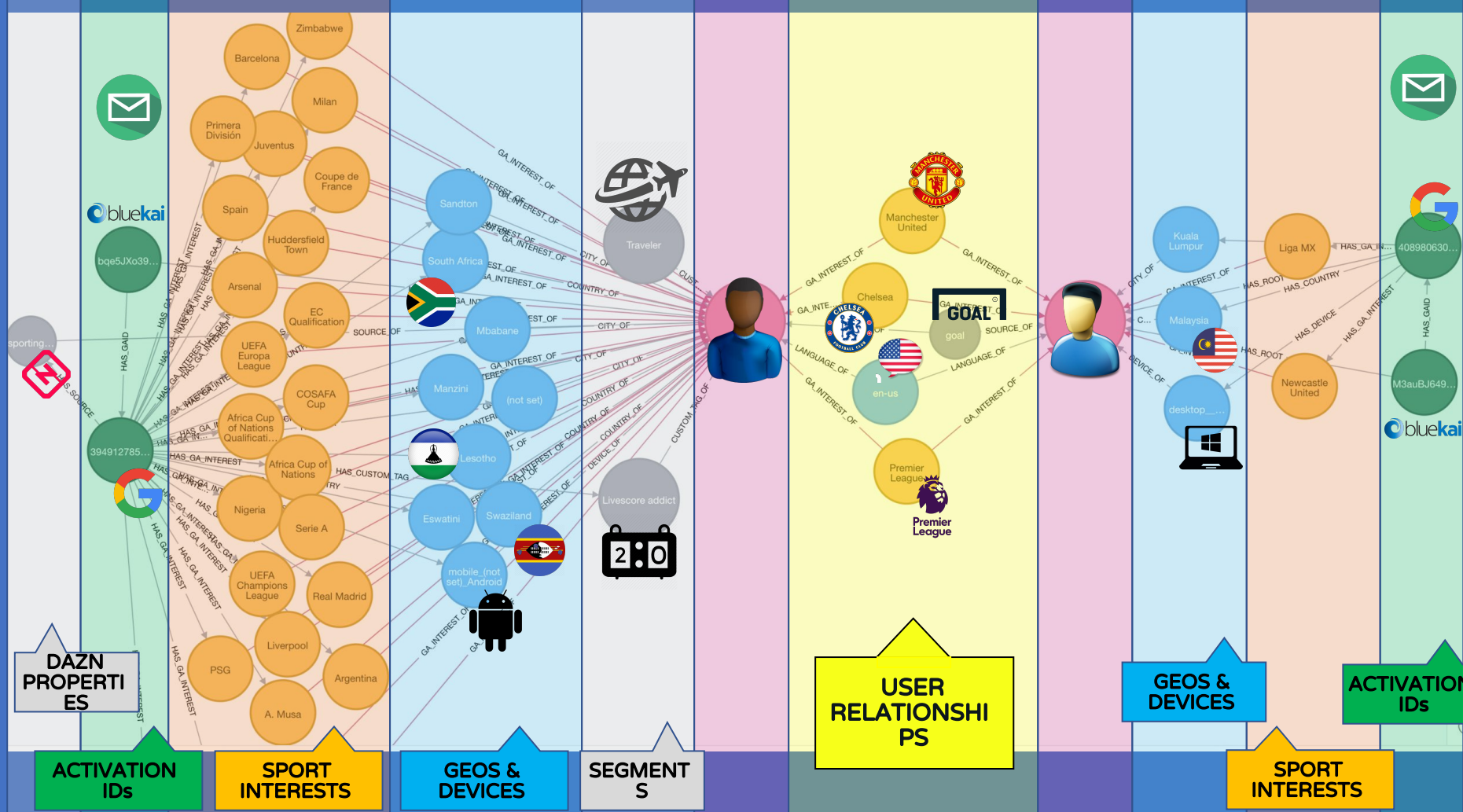
Explore Graph Relationships To learn powerful insights about users and sports

## UNDERSTANDING FANS

Customer insights & consumption habits

# Graph\_Database (Neo4J cypher)





# Follow our FAaS



Framework-As-a-Service

# Thank You !

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