

# Fuel BigData

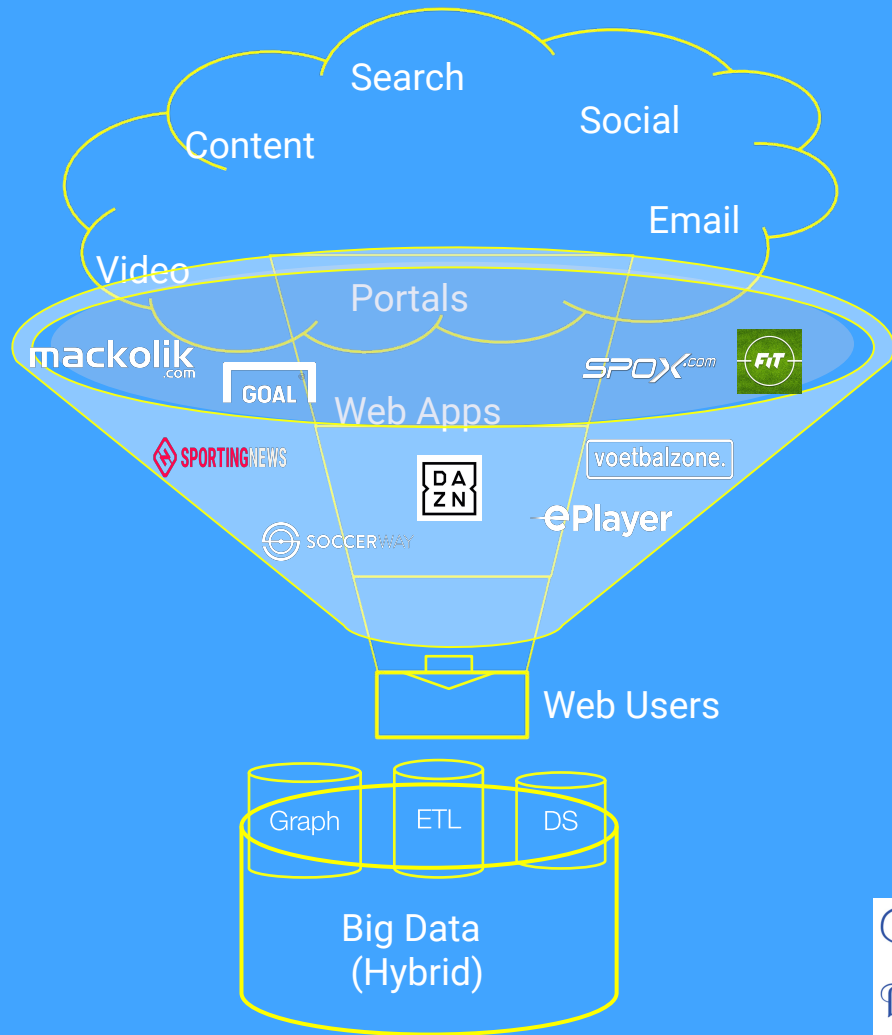
Solution - Customer 360 View

# Customer View & B.I.

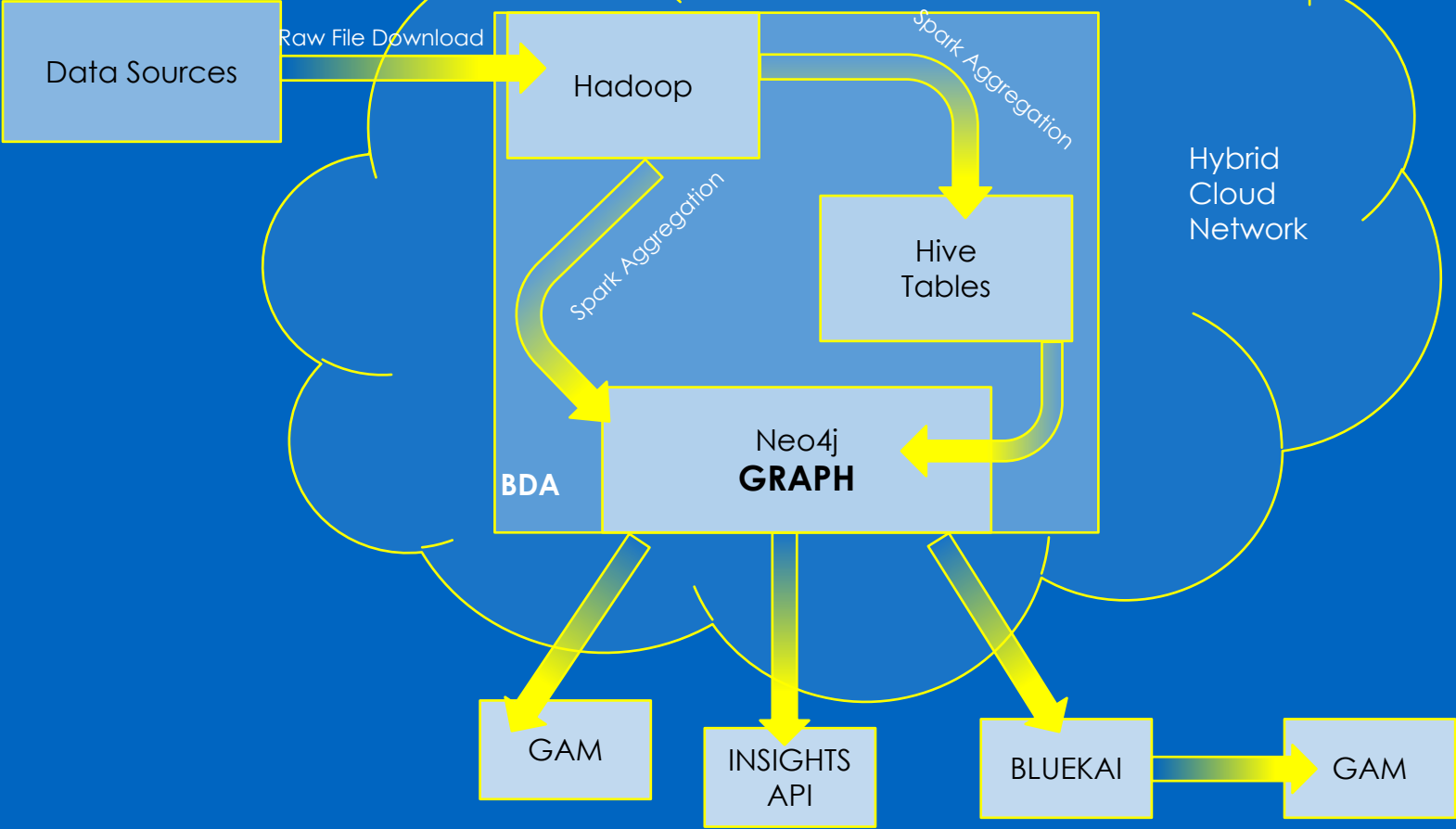
## Sample Data Sources:

- Ad Serving — e.g. GAM, Amazon
- Registration/Declared — e.g. Gigya (Facebook, LinkedIn, Twitter), Wonderpush
- Behavioural — e.g. Google Analytics, Bluekai
- Survey — e.g. SurveyGizmo

- \* Fuel your customer
- \* Funnel your portal data



# USER INSIGHTS DATA FLOW



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

## USER DEDUPLICATION

Follow the user across ALL Portals with 360\_View Insights and 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 Portal WebApps properties to personalise user experience

## TARGET ADS BETTER

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

## B. I. INSIGHTS

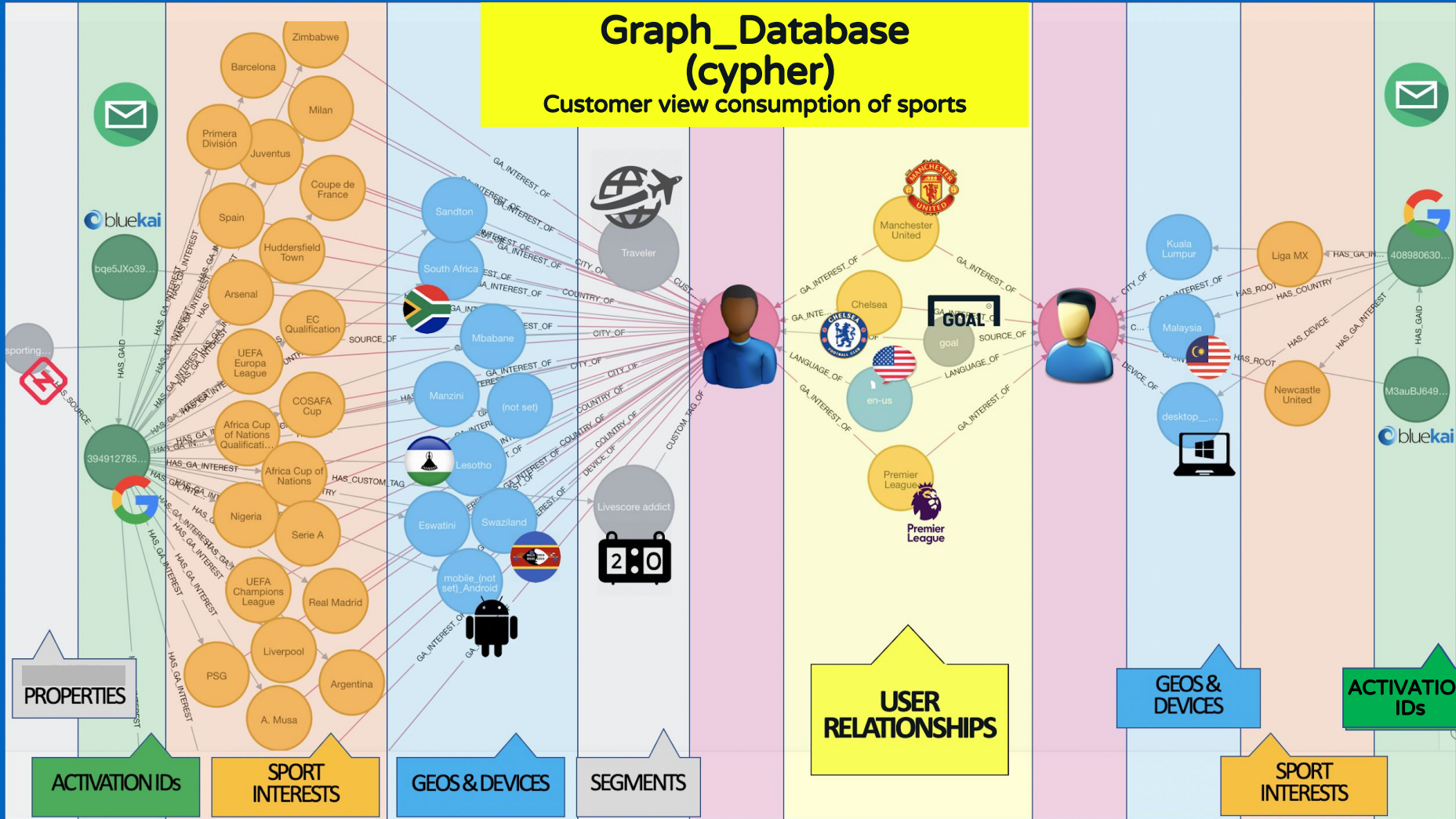
Explore Graph Relationships to learn powerful insights about users and sports

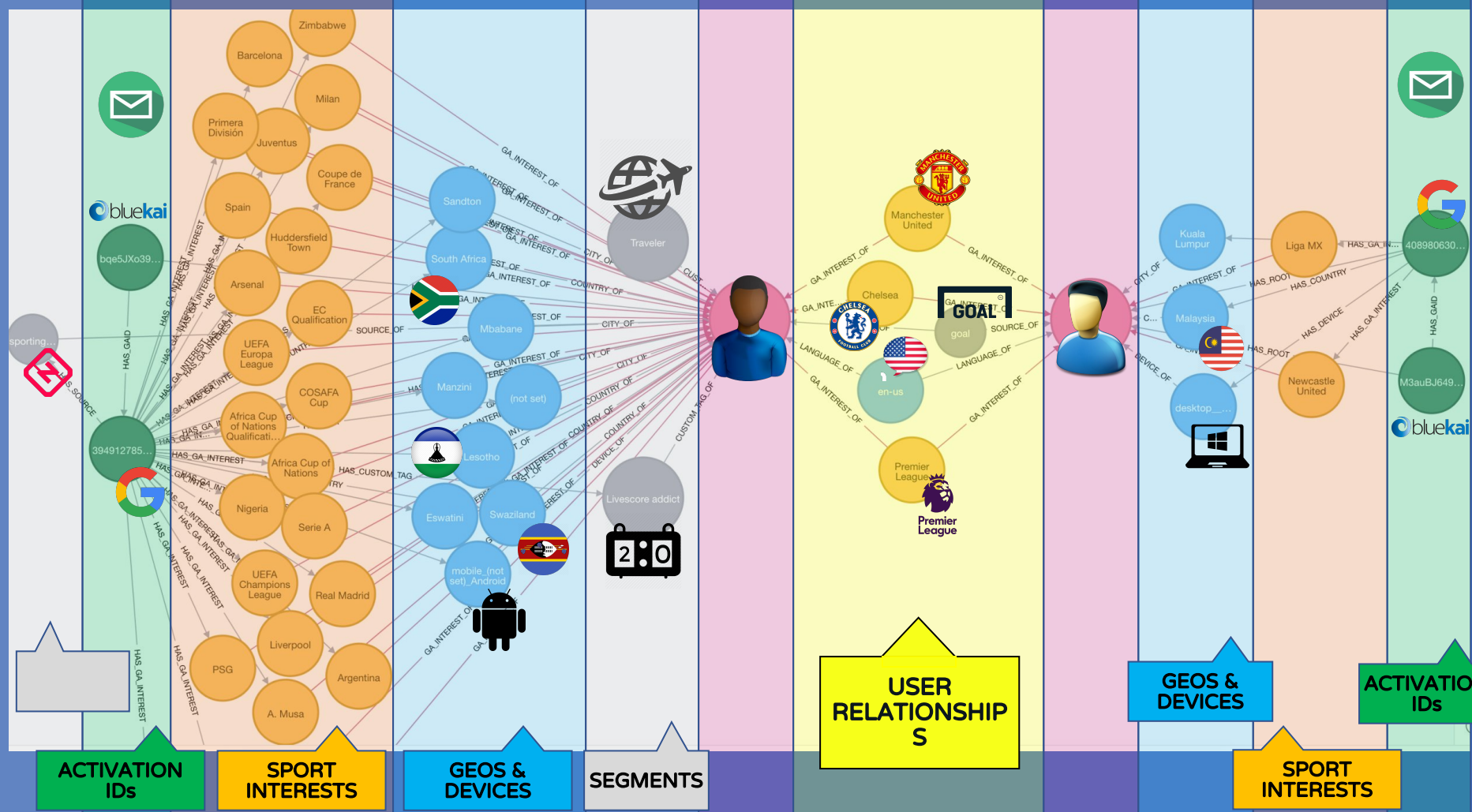
## UNDERSTANDING FANS

Customer insights & consumption habits

# Graph\_Database (cypher)

Customer view consumption of sports





# Follow our FAaS



Framework-As-a-Service

# Thank You !

Contact us

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