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The smart connection between Analytics and Advertising Platforms.

Want to boost your campaign performance with ease?

Analytics data for smart bidding strategies

- Custom data feed from your Analytics tool to support data-driven bidding.
- Automated data push to Google Ads and Microsoft Advertising (Bing).

Data-driven campaign optimization

- Use first-party conversion data to facilitate advanced bidding strategies in the advertising platform.
- GDPR-compliant use of data without constraints imposed by the different advertising platforms.

Maximize campaign reach and audience focus

- Apply data-driven smart bidding to amplify your advertising objectives and conversion goals.
- Leverage audience signals in your first-party data to better target campaigns.

Start now and maximize campaign performance with smart bidding strategies, powered by your first-party analytics data.

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