

## CUSTOMER DATA INFRASTRUCTURE & INSIGHTS

Get your internal 1<sup>st</sup> party data system & start with real Measurement

## DOES THIS SOUND FAMILIAR?

- You have a **monthly marketing spend** of more than 100k to manage
- Your marketing team intensively manages **three or more paid online channels** such as Google Ads, Facebook Ads, Affiliate networks, ...
- Your team is also managing **various organic marketing activities**, such as Newsletter, promotional Emails, Social posts, etc.
- You want to evaluate and potentially **use more online as well as offline channels**, such as TV, Radio, Billboards, ...
- Due an increasing media costs landscape your **customer acquisition costs are going up**
- Your **customer retention numbers need to improve**, you need to make more customers loyal

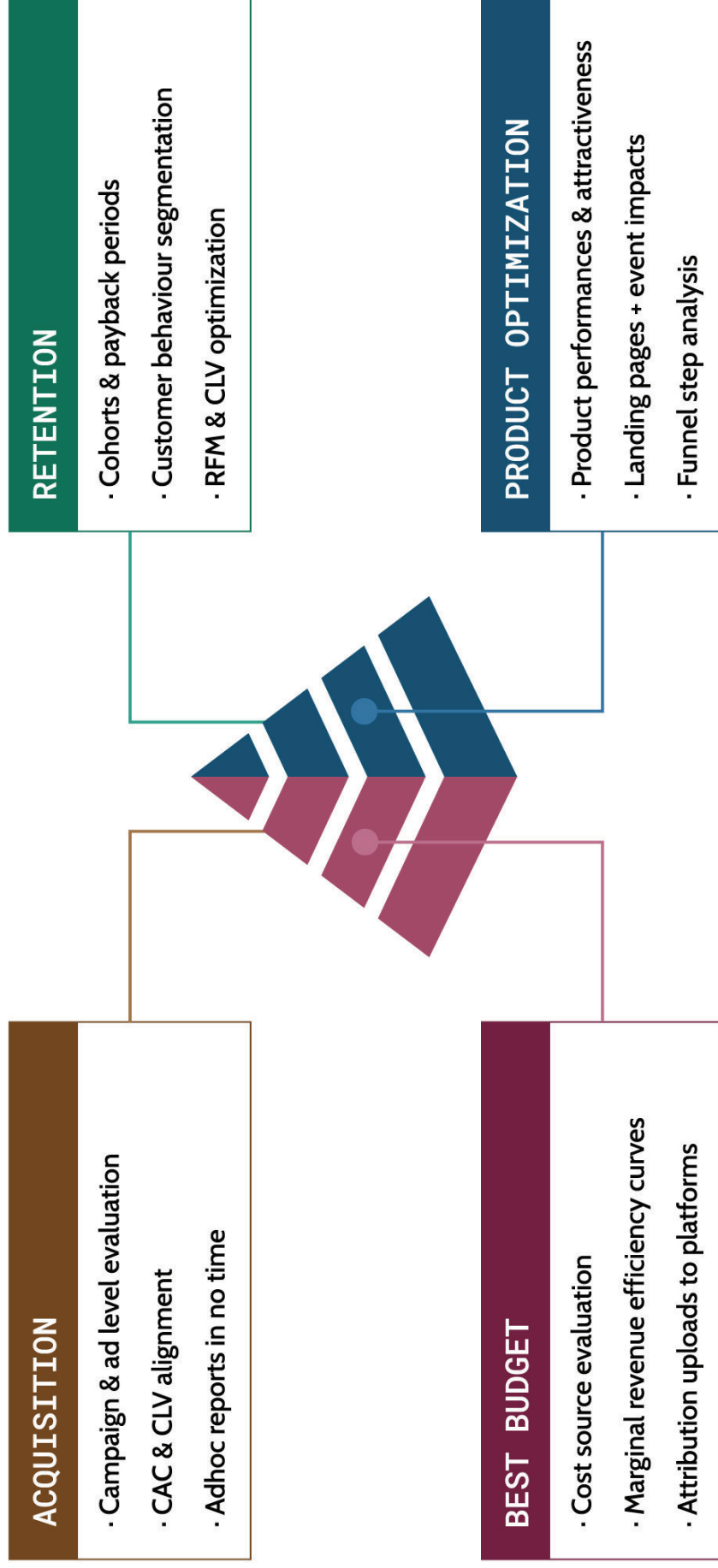
**All these points require smart analytics to optimize your work and improve your ROI. Enable your team with fast and easy data-driven decision making.**

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## IN A NUTSHELL, A CDI2 ...

- Is a **data processing & warehouse system** which combines all customer touchpoints and platform data in one place while **ensuring the highest data quality**
- Is designed to **enable fast and straightforward analytics** for any acquisition or retention performance question
- Is running on your IT, you have always **full control, access & ownership** of the system and the data
- Is **tailored to your specific needs**, requirements and way of working
- Can be **setup within 4-8 weeks**
- Gives you instantly the **capability of an amazing 5-10 people data team**, at the costs of less than 1 FTE
- Is the foundation for doing real measurement and analytics to **continuously improve your ROI** and marketing effectiveness at scale

## YOUR CDI2 ENABLES YOU TO DO REAL MEASUREMENT

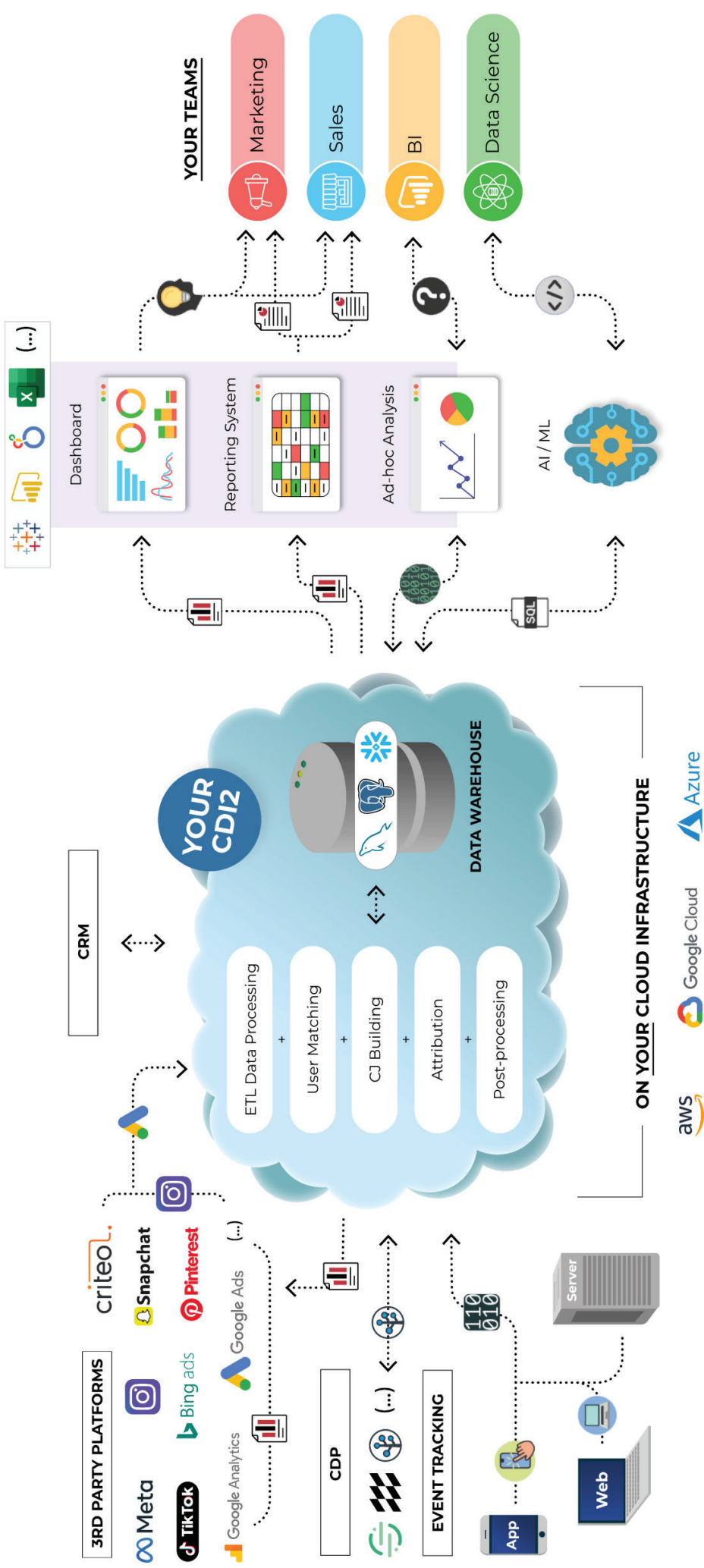


## SUMMARY - WHY COMPANIES CHOOSE A CDI2

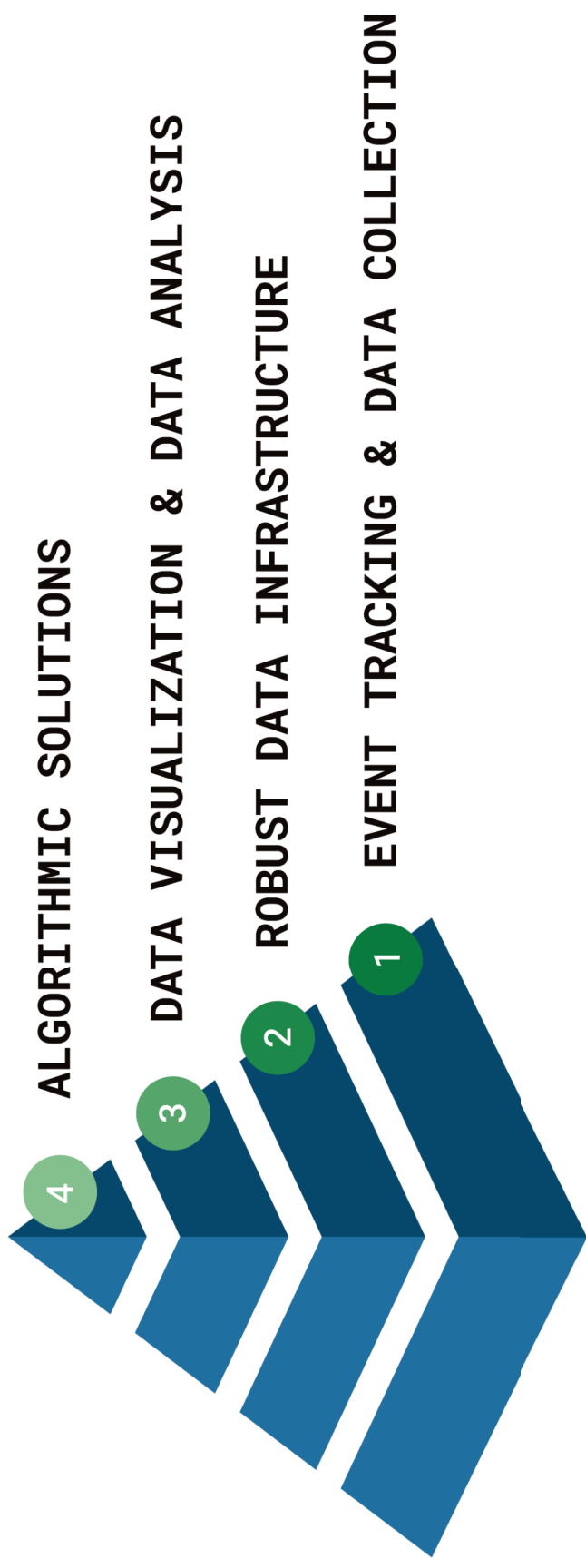
	Current Situation	With your CDI2 in place
Tracking System	Google Analytics data as a foundation, suffering a lot from ITP, only limited raw data available, bad data quality	Fully integrated own 1 <sup>st</sup> party tracking data (server-side and client-side), full raw data collection, high data quality
3 <sup>rd</sup> party Platform Data	Manual Data Crunching	API connections to ALL Platforms
Data Visualization	GA / Platform Uis / Google Sheets / Excel	Full integration in your Dashboard and Reporting system
X-channel Campaign Evaluation & Budget Allocation	Based on “gut feeling” and last click attribution	Based on data-driven multi-touch Attribution; execute Mix-Media Models, Incrementality studies, etc.
Retention Performance Measurement	Ad-hoc Database Lookups on Projects	Continuous CLTV calculation, RFM segmentation, smart Cohorts
Usage of Conversion APIs and Reverse ETL	No	Yes (Google Ads, Facebook, Segment, ...)
Roles with multi-channel e-commerce understanding	Marketing Manager & BI Analyst	C-level, Marketing Manager, Marketing Specialists and BI Analyst

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# CUSTOMER DATA INFRASTRUCTURE & INSIGHTS (CDI2)



## ENABLE YOUR DATA STRATEGY





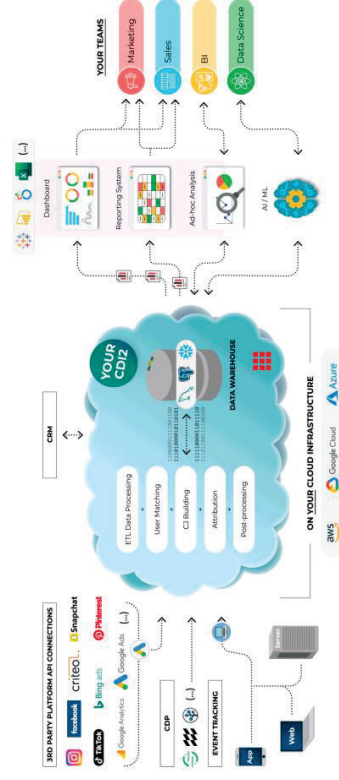
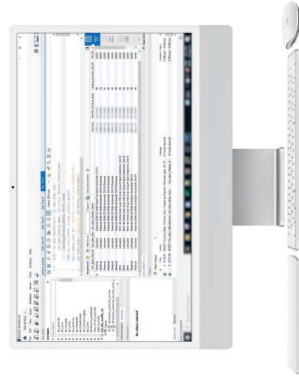


HOW TO GET STARTED



## PATH TO YOUR CDI2

- 1) Joint definition of setup specs, requirements, priorities, etc.
- 2) You provide access to your cloud infrastructure and platforms
- 3) We make the system setup and customization (duration approx. 4-8 weeks, depending on complexity and speed of collaboration)
- 4) We all sharing code repositories and full system documentation with your team
- 5) You are ready to use your CDI2 system in your day-to-day work !



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## CDI2 IS PROVIDED BY **Haensel** **AMS**

We are your Data Analytics & Technology Boutique, with 8+ years of experience in building tailored ecommerce systems. Our work is focused on: Acquisition Performance Optimization, Retention Improvement, X-Sell Recommendation, Dynamic Pricing, etc.



**OUR MISSION:** Bringing day-2-day data-driven decisions to every company.



**WHAT WE DO:** Helping you to grow even further with advanced data-driven decision making.



**OUR HISTORY:** Founded in 2014 in Berlin, Germany. Since 2019, we are also in the New York, USA.



**ABOUT US:** We love data, mathematics and cloud computing. But our internal KPI for success is simply that our solutions are fully loved & used by you.

Visit us at [haensel-ams.com](https://haensel-ams.com)



## CUSTOMER DATA INFRASTRUCTURE & INSIGHTS

Let's talk further



**Alwin Haensel, PhD**  
**Founder**

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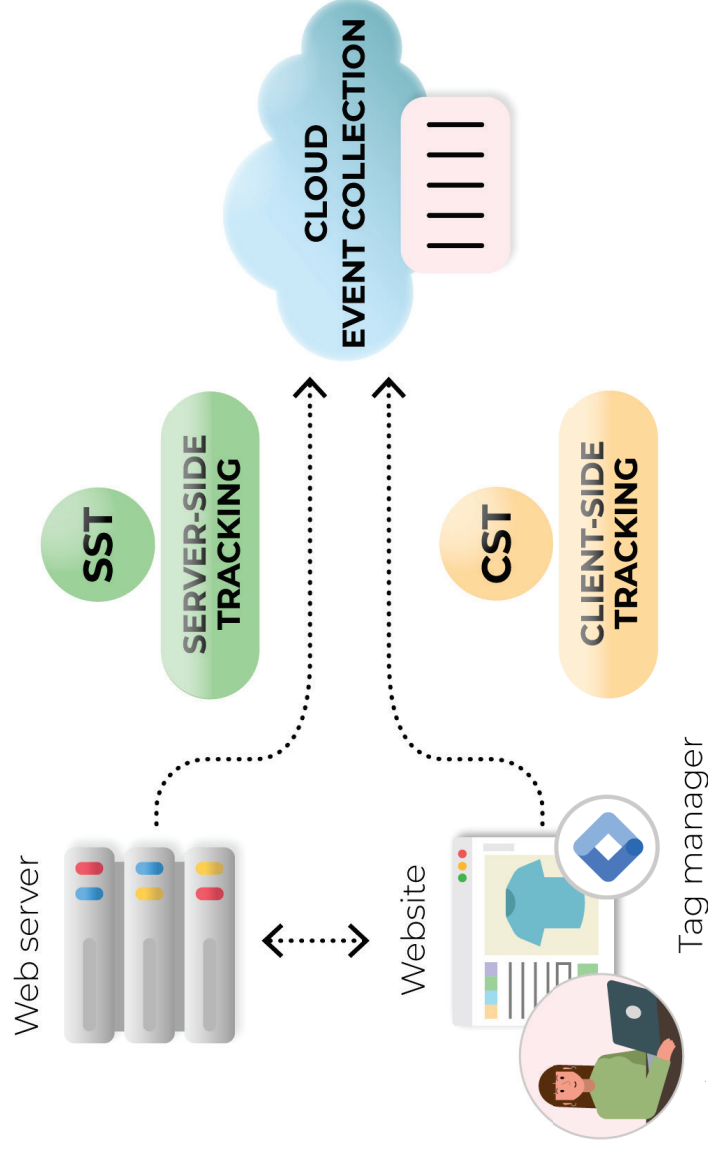
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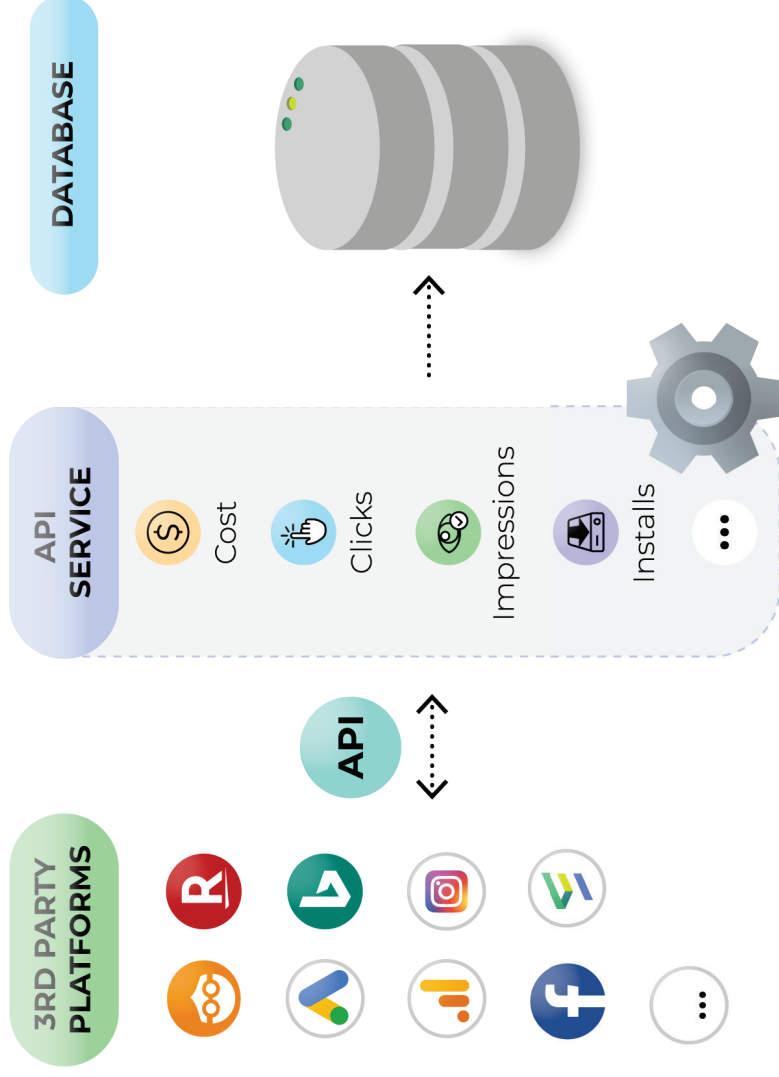
THE MAIN TECH COMPONENTS – ONE BY ONE

## 1- EVENT TRACKING

Event data tracking is the foundation of our data system. We collect all interesting and custom defined user events; this forms the raw data basis. The tracking system supports client- as well as server-side events.



## 2- API CONNECTIONS

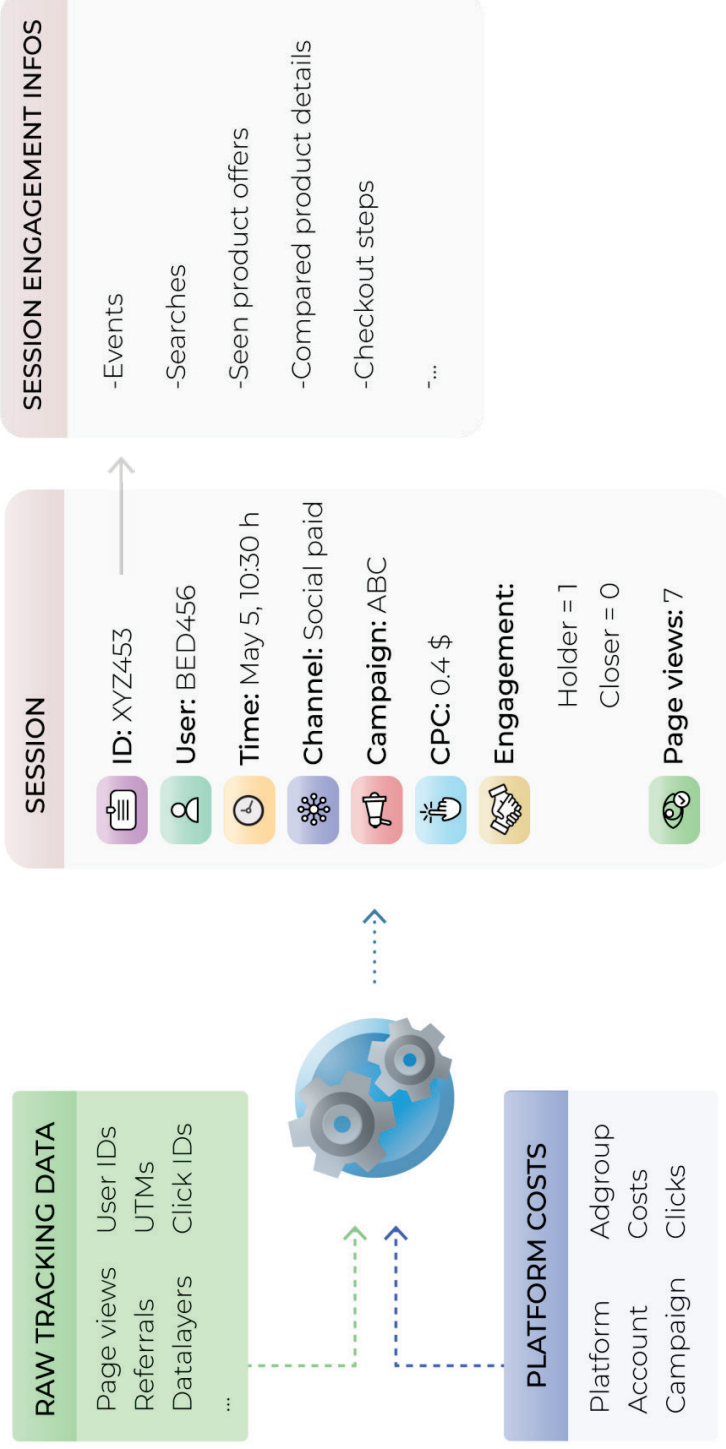


With the CDI2 we link API connections to all 3rd party platforms to automatically download the respective performance data at the granularity level of your choice.



### 3- TRAFFIC PARSING & SESSION BUILDING

Parse traffic data, build session objects, parse events and load to your data warehouse.

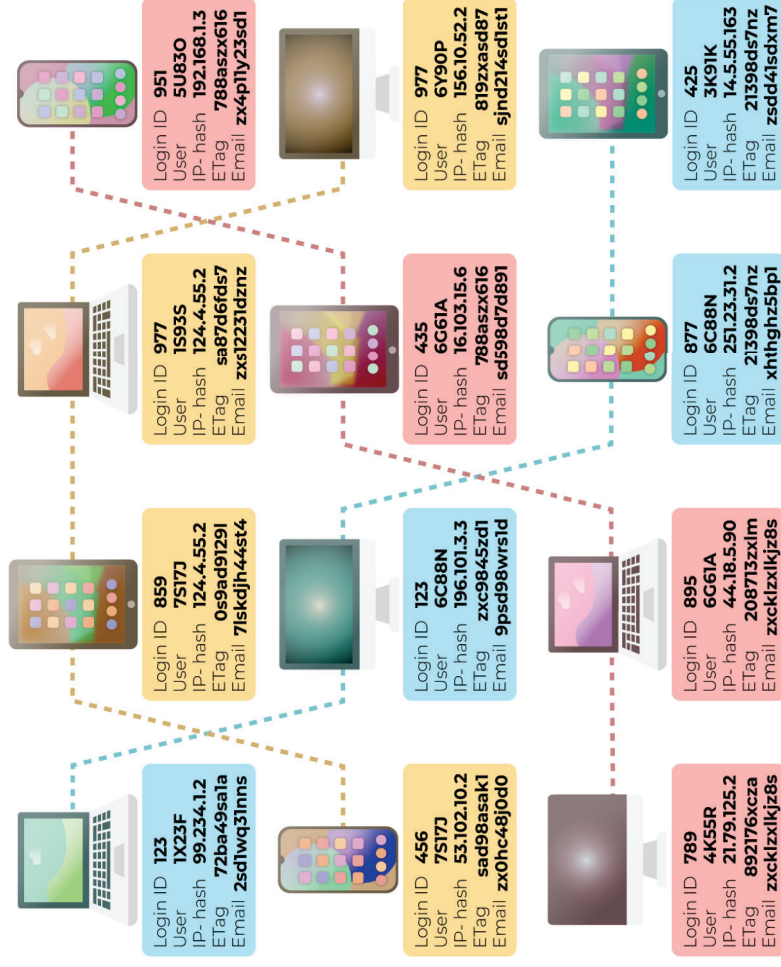


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## 4- USER-MATCHING: THE ESSENTIAL PART TO BUILD REAL CJS

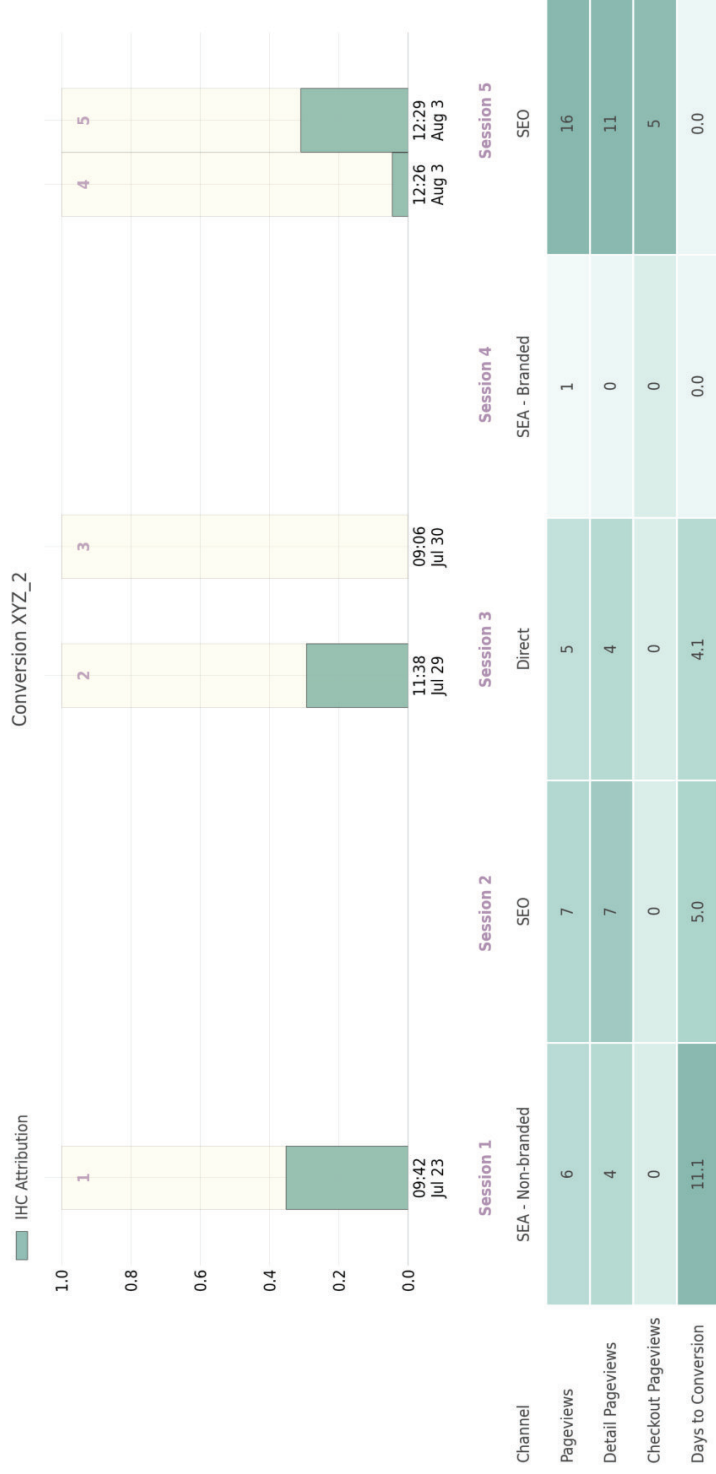
With ITP and other tracking prevention software it becomes harder to recognize individual anonymous users when they return to the site. Our user-matching algorithm is fundamental for combining individual user sessions to real customer journeys.

User identification by matching on various IDs: IP, cookies, eTags, ...



## 5- DATA-DRIVEN ATTRIBUTION

### State of the art multi-touch interaction attribution model - IHC



With the customer journeys, we can train our IHC attribution model on the data. The trained IHC model is then applied to evaluate the individual session within the customer journeys.

## 6- POST-PROCESSING / ATTRIBUTION API UPLOADS

### CONVERSION API USAGE (REVERSE ETL)

