

# ADQUIVER MEDIA

AdQuiver is a MadTech (Marketing and Advertising Technology) development company and agency that focuses on data-driven marketing to generate sales on digital and customer intelligence channels, specialising in the tourism sector.

[www.adquiver.com](http://www.adquiver.com)



## ADQUIVER THE DEFINITIVE SELLING REVOLUTION

The company develops proprietary strategies and technologies within the digital advertising ecosystem. These cover the full data life cycle: data management through Big Data architecture and engineering developed to respond in real time; advanced analysis that goes beyond Business Intelligence; and data activation through artificial intelligence.

All of this allows companies to be less dependent on intermediaries for commercial distribution, learning about and winning customers throughout the customer journey and taking users from ignorance to loyalty. It combines all the exterior digital channels (advertising ecosystem, web analysis, etc.) and internal customer information systems (CRM, PMS, ERP, etc.) into one ecosystem.

### Data-Driven Marketing

Its mission is to exponentially boost the performance of its customers' digital marketing campaigns, including

direct sales through digital channels, qualified leads or target audiences in branding campaigns. It accomplishes this aim with its own data-driven strategies and technologies.

### Data-Driven Technology

It develops strategic solutions based on Big Data, advanced analytics, and artificial intelligence specifically designed for the MadTech ecosystem. Its solutions cover the full data life cycle.

### Data-Driven Intelligence

Advanced Analytics through Business Intelligence to ensure companies extract maximum value from data so they can act and make decisions in real-time as well as anticipate market needs. It provides its customers with analysis, comprehension and deep insight discovery tools.

Scope of smart destination application

**Technology  
Governance**

Solutions for destinations in the  
following areas



Type of solution

