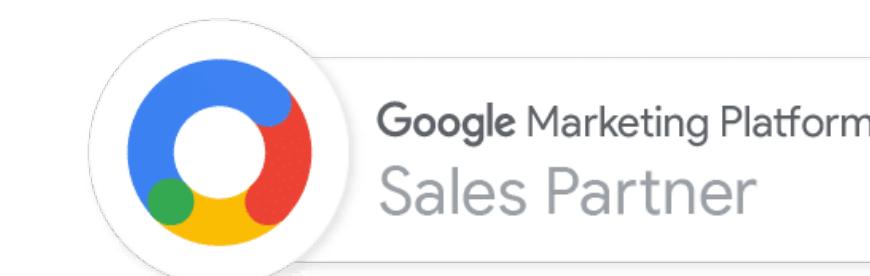




Unleash the Potential of First Party Data

COMPANY OVERVIEW & CAPI OFFERINGS



Our Value Proposition

We partner with clients to enable **Data Driven Decisions** and **Data Driven Experiences** through **Web and Mobile Analytics, Marketing Technology setup and Cloud Data Infrastructure setup.**



Our Services

 Pixel, SDK, Conversion API Audits & Implementations

 Custom Audiences, Catalog Feed Setups

 Offline CAPI, Dynamic Ads, Collaborative Ads Setups

Our Products



Complete ownership of **first-party data** implemented on **client-owned cloud**



Fast no-code CAPI implementation hosted and managed by Datahash

Our Clients

RETAIL



FASHION



STREAMING



TELCO



MEDIA



ED-TECH



AUTO / REAL ESTATE



BFSI / LAW



TRAVEL



Conversion API : Success in Numbers

200 CAPI Implementations across **6** Continents



~ 2 Bn Signals per Month processed

BEST Event Match Quality Score **(7 to 9)**



Meta published Case Studies

Case Study #1



Case Study #2



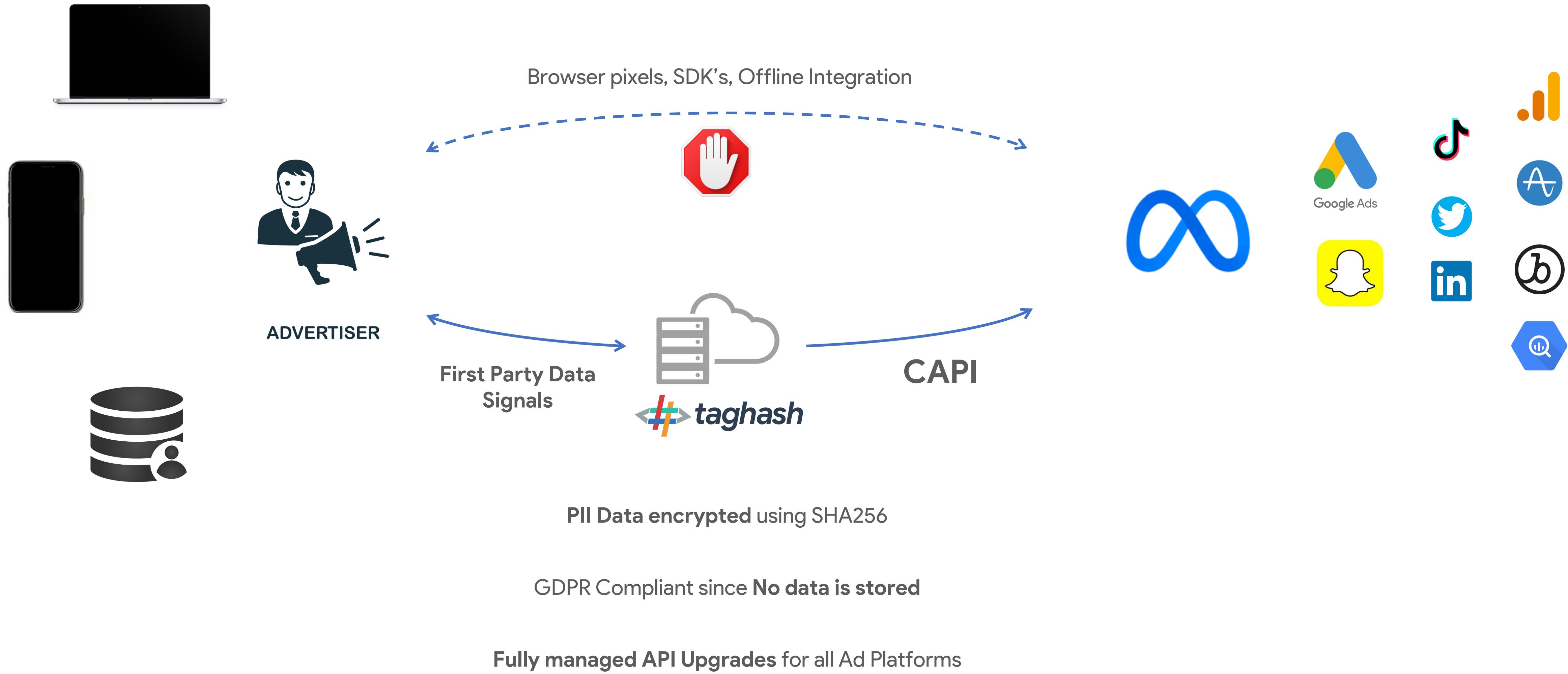
30% Decrease in cost per trial with the Conversions API, compared to the Meta pixel alone

Read more: <https://www.facebook.com/business/success/starzplay-uae>

5% Additional purchases measured with the Conversion API and Meta Pixel combined, compared to the Pixel alone

Read more: <https://www.facebook.com/business/success/2-kfc-uae>

Implementing Conversion API



Web CAPI with taghash

Implement CAPI in **15 Minutes** over a screensharing call and **no coding** required

Subdomain Mapping

What

Add new DNS records in the Domain Registry as a Sub-domain

Who

Client Domain Manager

Time

5 Minutes

1

Replacing Pixel Script

What

Go to GTM and replace the Old Script with a new Datahash Script

Who

Client GTM Manager

Time

5 Minutes

(+ Datahash QA : 1 Hour)

2

Authenticating Channel Account

What

Generating an access token from FBM & pasting it in taghash

Who

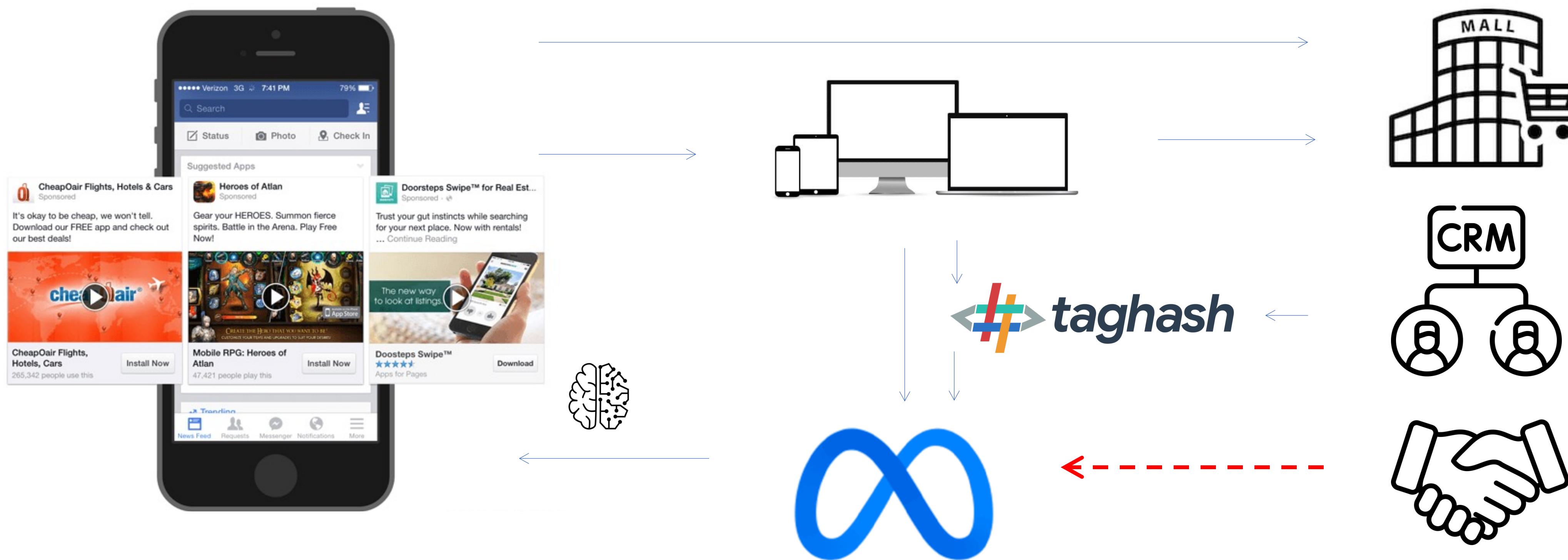
Client FBM Manager

Time

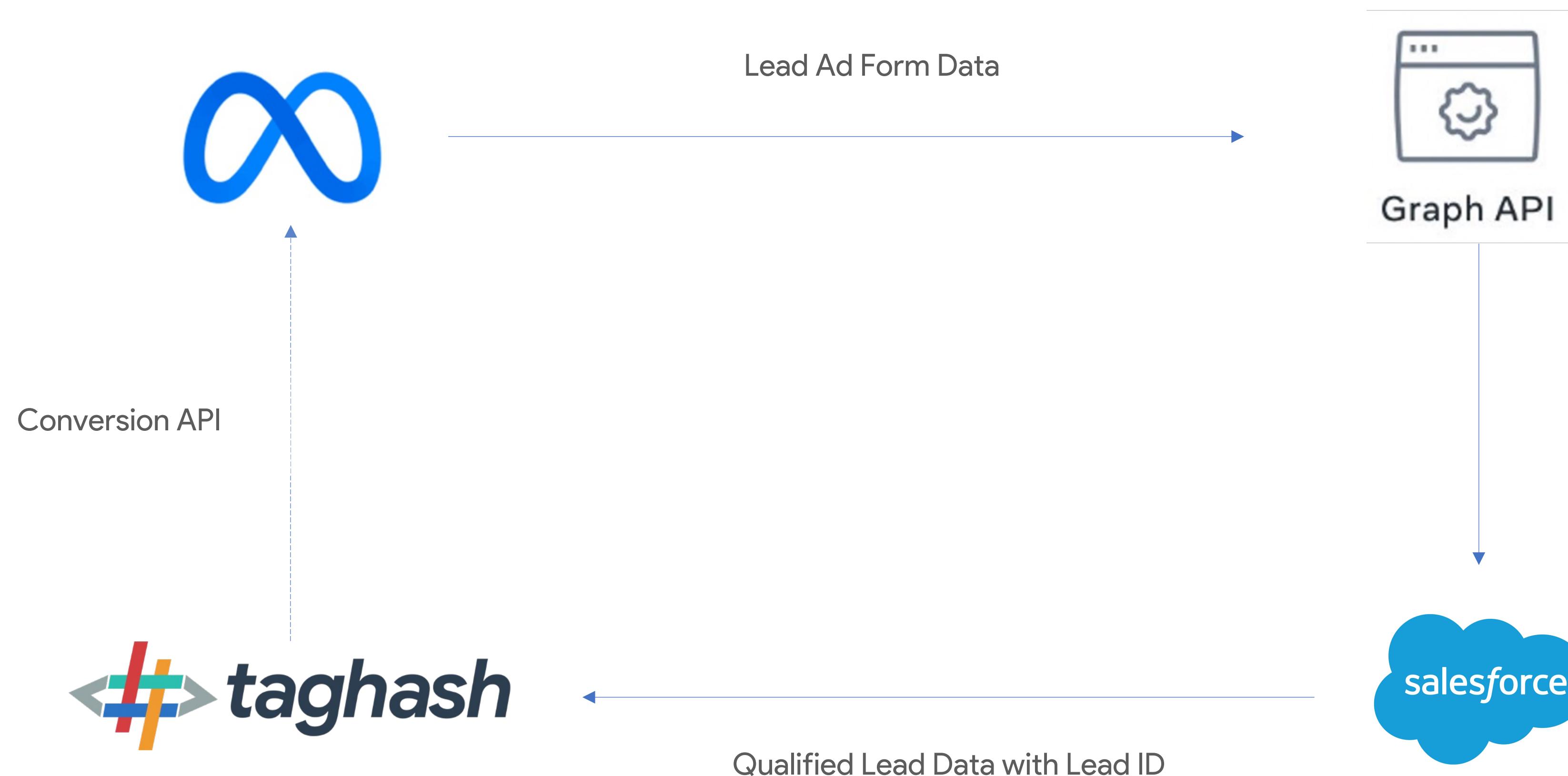
2 Minutes

3

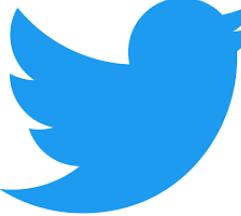
Offline Conversion API



Conversion API for Leads

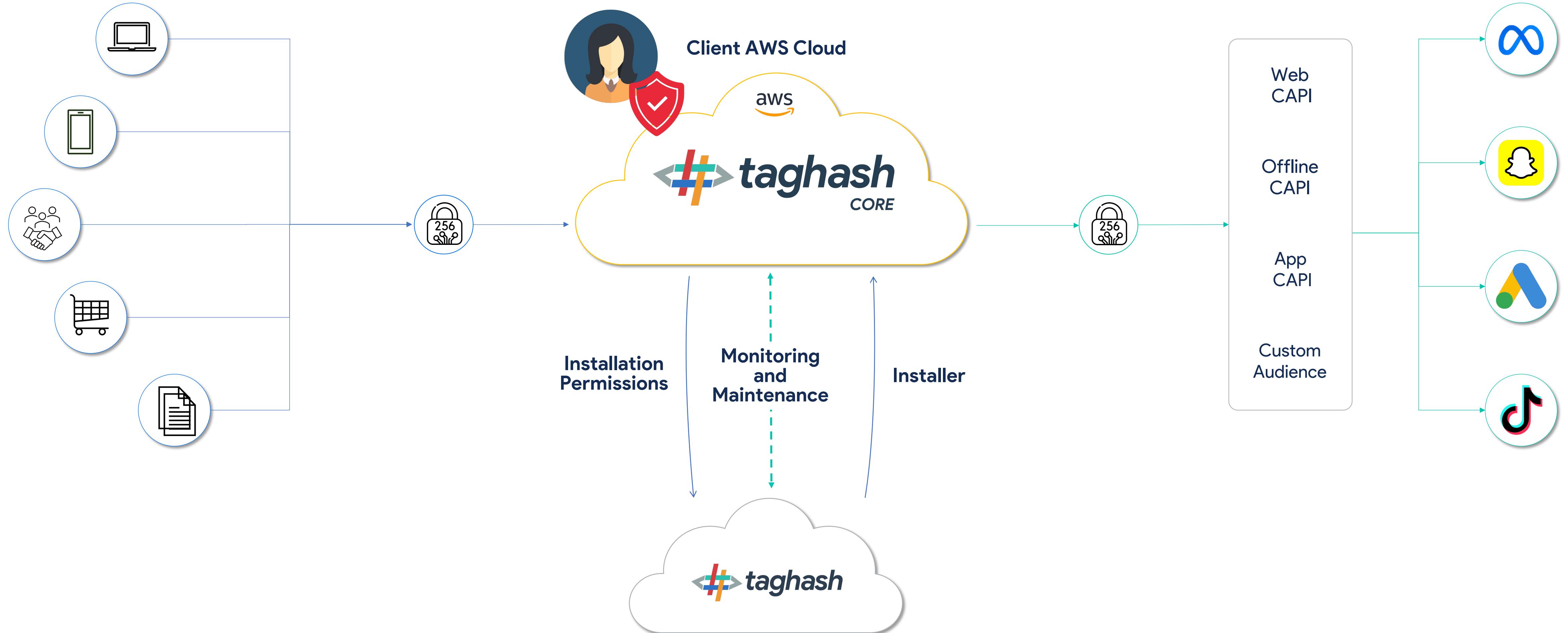


State of First Party Data

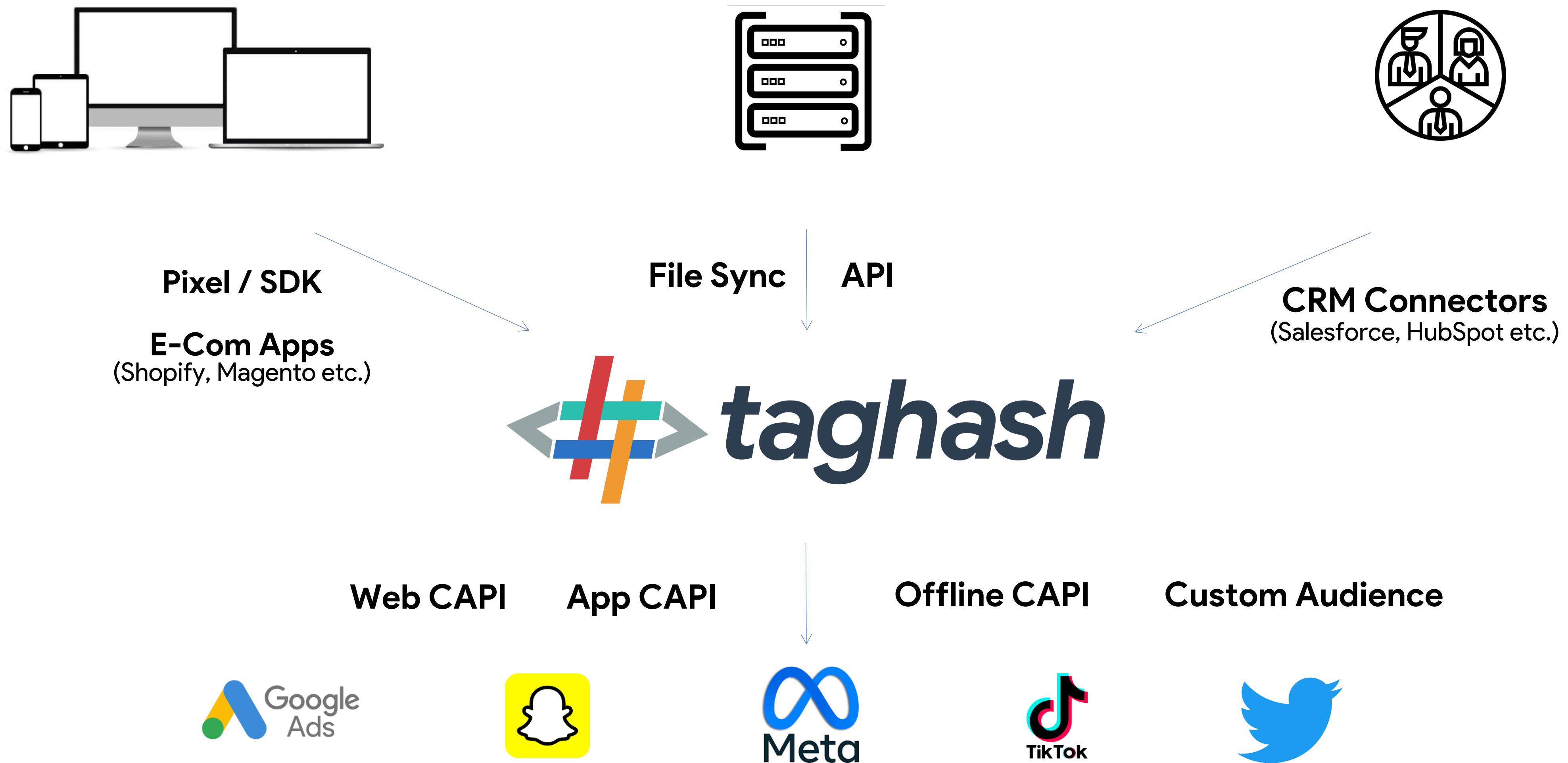
	Web CAPI 	App CAPI (iOS) 	Offline CAPI 	Custom Audiences 	Future Privacy Tech 
 Google Ads	#		#	#	- Privacy Sandbox (FLEDGE, Attribution)
 Meta	#	- Closed Beta - Reporting only #	#	#	- Privacy Enhancing Tech (On Device Learning, Multiparty Communication)
 Snapchat	#	#	#	#	
 TikTok	- No Page Views #	- No PII (?)	#	#	
 Twitter	#				
 LinkedIn			- Beta		
 Pinterest			- Manual/Liveramp upload		

taghash core

First-party data enabled securely on client's AWS



One Service for all Signals



Sources and Destinations

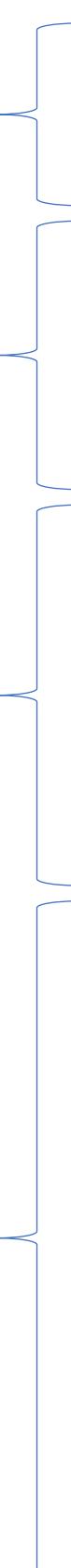
Break Data Silos. Connect Data from Everywhere, To Everywhere!

User Behavior Streams

Data Lakes & Exports

Ecommerce and CMS

CRM Systems



Data Sources	
Search Sources	
	Website
	App Google Tag Manager
	Files - AWS S3
	Files - GCP
	Files - FTP
	Magento E-commerce
	WooCommerce
	WordPress
	Shopify
	Hubspot CRM
	Salesforce CRM
	Zendesk CRM
	Zoho CRM
	Microsoft Dynamics
	SAP CRM
	LEADSQUARED CRM



Data Destinations

Search Destinations

	Meta Conversions API
	Snapchat Conversions API
	Twitter Conversions API
	Tiktok Conversions API
	Google Enhanced Conversions
	Meta Custom Audience
	Snapchat Custom Audience
	Tiktok Custom Audience
	Google Customer Match
	Meta Offline Conversions API
	Snapchat Offline Conversions API
	Tiktok Offline Conversions API
	Meta App Conversions API
	Tiktok App Conversions API

Channels



Integrations

Web Events

App Events

Offline Events

Audiences

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is a turnkey SaaS, purpose-built to provide the most **comprehensive**, yet easiest CAPI implementation.



Compliant

✓ Full Control of Customer Data

Choose the PII you want to send

✓ Encrypted First Party

Uses irreversible SHA256 One way hash

✓ PDPA, GDPR & CCPA Compliance

Consent Managed & No Data Storage



Easy

✓ Self Serve

Live in 15 minutes, guided setup

✓ Zero code

No IT development required at client end

✓ Keyless

Direct authentication on any Tag Manager



Best-in-class

✓ Optimal

High EMQ (7-9) & inbuilt de-duplication

✓ Your Server, Your Control

You can deploy taghash on your AWS

✓ Rich First-party Integrations

Easy access to many sources & destinations

See for yourself - [taghash demo video](#)

Partnership: Why taghash?



Save Marketing
Data Signals

Provide and Report
better **ROI!**



One Interface for
all clients

Easiest CAPI
Implementation!



Provide Product,
not just Services

Lock your
customers in!

taghash Partner Program



Earn Revenue

Share

**20% or more of
Revenue!**



Dedicated Support
Team

Zero Tech needed
for agency/client!



White Label
option available

Strengthen your
brand position!

Discounted Pricing for India Market

Reseller Partnership Program

Bundle Pricing

- 15% Discount for up to \$24,999 Annual Sales
- 20% Discount for up to \$99,999 Annual Sales
- 25% Discount for up to \$249,999 Annual Sales
- 30% Discount for higher

Agency is open to price it as they want for clients

Referral Partnership Program

Recurring Referrer Commission: Revenue sharing bases

- 20% Revenue Share as Commission
- 25% Revenue Share for Revenue > \$100K/year

Datahash manages client relations and implementation on behalf of the agency

Plan	free	startup	standard	prime
Signal Volume (monthly)	< 10K	< 100K	< 1 Mn	< 10 Mn
Monthly Price	Free	\$79	\$239	\$399
Annual Price	Free	\$799	\$2,399	\$3,999
Sources & Destinations	1 each	1 each	Unlimited	Unlimited
Overage	Move to Startup	Move to Standard	Move to Prime	Custom Plans above 10Mn

*Taxes extra, if any

Your data speaks.

Let  **datahash** help you
listen to your data.

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