

AMOBEE FLEXTAG™ POINT-AND-CLICK DATA CAPTURE

Gain insights from audience interactions on your website

Marketing success depends on a complete understanding of your audience behavior. As customers interact with your website, the data they create provides a record of their unique stories: their interests, their intent, and their behaviors.

Amobee Flextag

How can you capture all of this information and use it for better analytics, more precise targeting, and more successful marketing opportunities? Introducing Amobee Flextag, a point-and-click data capture solution in Amobee DMP. Flextag puts the power of data capture where it belongs—in the hands of the marketing department.

As a marketer, you're in the best position to decide what data to collect. But implementing complex or dynamic collection strategies usually means getting IT involved, which slows implementation.

With Flextag, you're in control. There's no need to be an expert in HTML, JavaScript, or other web languages—so you don't have to call IT for help, even for very complex websites.

You're set to implement an elegant single-tag deployment that captures consumer interactions, and then use Amobee DMP to convert them into valuable marketing insights.

Flextag in three easy steps

1 Flextag Capture

Place a single data-collection tag in the footer of each web page on which you wish to capture interactions.

2 Flextag Viewer

Click page elements—as many as you like—to instruct Flextag what data you want to capture on the page.

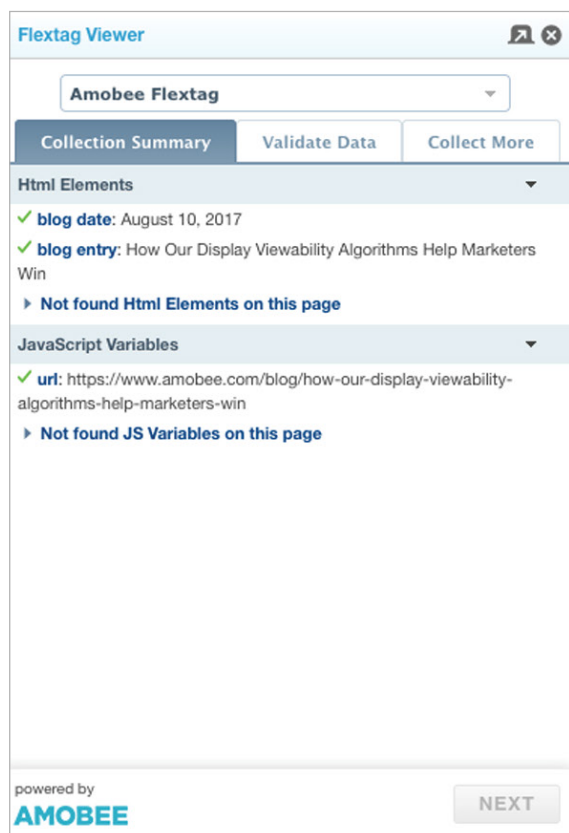
3 Flextag Bookmark

Drag and drop the Flextag Viewer to your bookmark menu, so it's always handy whenever you want to inspect site events or capture data.

Transform website behavior data for targeting and analytics

As Flextag collects your website behavior data, Amobee DMP ingests and transforms it for custom audience targeting and marketing analytics. This innovative data management platform enables you to blend your first-party website data with third-party data sources for a rich composite view of customers and prospects. With a better understanding of their motivations and behaviors, you can design audience segments for consistent, targeted campaigns—whether for acquisition, retention, cross-sell, or up-sell opportunities.

Amobee DMP also builds in robust analytics that clarify how your marketing efforts are working, who's responding, and why. You have all the tools you need to custom-draw your own data insights, so that your views match the way you're defining your audiences and the KPIs that drive your marketing efforts.



How it works

Determine the data you need for your marketing objectives, whether analytics or targeting:

- Understand your audience
- Know your touchpoints
- Leverage for audience targeting



Amobee Flextag

- Collect website behavioral data
- Classify and transform website data



Gain insights by overlaying 3rd party data, offline data, and data from other media campaigns.

Target customers using advanced segmentation rules.

Benefits

- Point-and-click, self-service tool reduces dependence on IT
- Marketers can focus on marketing decisions, not technicalities
- Single-tag deployment doesn't slow down page loads
- Transparency into updates to your audience segmentations in real-time keeps your retargeting populations accurate and reduces media waste
- Real-time validation of your data capture ensures your target audiences and analytics are always up to date