

ADVANCED ANALYTICS FOR THE MODERN MARKETER

Reveal deeper insights and uncover new targeting opportunities for greater ROI

Elevate your analytics with a tool that brings data and intelligence to the heart of your campaign decisioning. DataMine goes beyond surface-level performance and allows you to examine campaign data at the impression and user levels without leaving the Amobee platform.

How it works

Access all of your data in one location, directly within the platform.

- **Structured Query Language (SQL):** Use SQL to join and analyze your media and audience data to uncover new targeting opportunities.
- **One-stop-shop:** Utilize DataMine directly within the Amobee platform to inform pre-campaign planning, in-flight optimization, and post-campaign analysis.

Deeper insights

Leverage advanced analytics to identify high-value audiences and contextually relevant media.

- **Audience discovery:** Discover new audience attributes among consumers that index highly against your campaigns.
- **Media learnings:** Leverage 1st party data or historic campaign results to see where your strategic audiences can be found in the greatest numbers.

Data-driven decisioning

Promote transparency and expertise by basing your decisions on advanced analytics.

- **A higher standard:** Querying big data offers deeper campaign learnings than standard reporting tools can provide.
- **Flexible workflows:** Create, save, and schedule recurring queries; access SQL training on Amobee U, and benefit from Amobee's concierge analytics consultation services.