



CAKE

Journey

By CAKE

Transform Anonymous Consumers into Known Customers with Journey by CAKE

Capture and Analyze

Today's marketers are faced with more choices than ever about where and how to invest their digital advertising dollars. Making smart decisions requires accurate, real-time insight about the customer journey – specifically, how the mix of channels and engagement strategies moves consumers through the marketing funnel.

Journey by CAKE collects and analyzes granular first-party data about the significant touchpoints your customers engage with prior to a conversion, transforming them from anonymous to known. Built on the trusted and proven CAKE Marketing Intelligence platform, *Journey* combines advanced analytics, multi-touch attribution and integrations with digital media providers, empowering you to capture the insights needed to improve campaign performance and boost return on advertising spend (ROAS).

P. +1 949-548-CAKE

What Sets Journey Apart?

- **Insights:** Centralized, advanced analytics built on CAKE's proven and trusted Marketing Intelligence platform.
- **Attribution:** Incorporating rules-based multi-touch attribution and data-driven attribution to maximize ROAS.
- **Connections:** Seamless integrations with digital media platforms – including Google Adwords, Bing, Facebook, DoubleClick Campaign Manager, Marketo, IBM/Silverpop and others – make transforming insights into actions easier than ever.

www.getcake.com/journey-by-cake



Advanced Analytics Dashboard

Delivers valuable, easy-to-digest real-time insights that drive better decisions via a centralized dashboard with advanced analytics.



Multi-touch Attribution

Assess campaign performance through rules-based and data-driven attribution across multiple online channels including search, social, display and more.



Digital Media Integrations

Leverage APIs that make it easy to integrate *Journey by CAKE* with digital media and marketing tools.



Anonymous Customer Journey

Transform anonymous consumers into known customers with accurate insights about key steps of the online customer journey – including the anonymous portion.



Deep Insights

Get the power and confidence to identify trends and optimize marketing spend in real-time through deeper insights into the channels that drive traffic.



Digital Spend ROAS

Use cross-channel campaign and cost data to improve marketing performance and boost return on advertising spend.

