



BRANDTRIBE

CONSUMER INTELLIGENCE

Business to Consumer Digital Marketing Platform

INTRODUCTION

DOCUMENT

WHAT IS IT?

Brandtribe is a business to consumer marketing platform that integrates with any channel system or platform creating a central place to analyse, track and measure all your brands digital activities in real time, while providing a single 360 consumer profile from all interactions.

WHAT IS THE ISSUE?

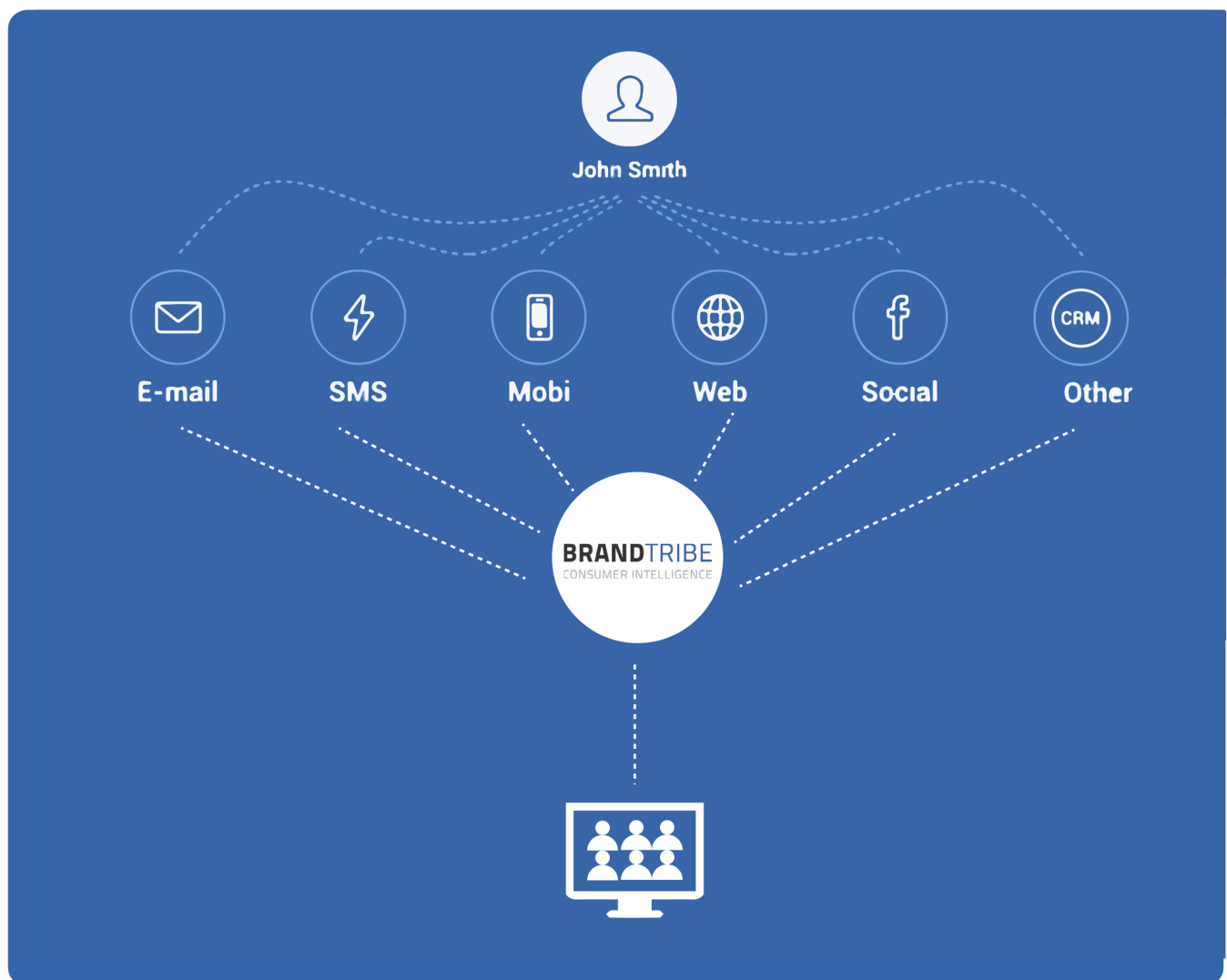
Digital marketing utilizes a multitude of channels, platforms and systems to communicate with consumers. Each channel, system and platform has its own set of analytics and consumer data.

There is no consolidated view, your brands data is all over the place.



HOW DOES BRANDTRIBE SOLVE THIS ISSUE?

Brandtribe pulls all your brands engagement statistics and channel analytics into one place allowing you to create a single consumer view, set KPI's and increase ROI across all channels through easy to understand real time reports.



BENEFITS

BRAND

Real time measures of all digital activities.



- Ability to make changes to ongoing campaigns.
- Gain actionable insights from data and analytics
- Single consumer view from all interactions
- Consumer segmentation

BUSINESS

Make investment decisions based on historical returns.



- Increase Return on investment.
- Increase digital effectiveness.
- Manage privacy and regulatory compliance centrally. (POPI)
- Benchmarking

CONSUMER

Be personal and relevant



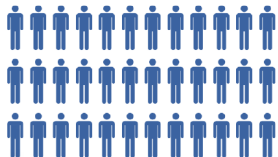
- Know who they are.
- Know what they like.
- Know their interests.
- Be relevant.
- Provide a consistent experience across channels.

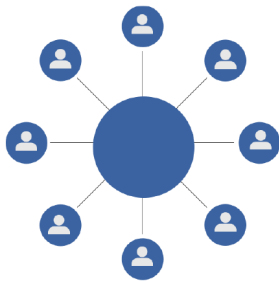
HOW DOES BRANDTRIBE WORK?



WHAT HAVE WE DONE

650 
CAMPAIGNS


1 000 000
UNIQUE CONSUMERS


40, 000, 000
CONSUMER INTERACTIONS


6 COUNTRIES

SOME OF OUR CUSTOMERS



WANT TO LEARN MORE



www.brandtribe.biz



View the video on our website