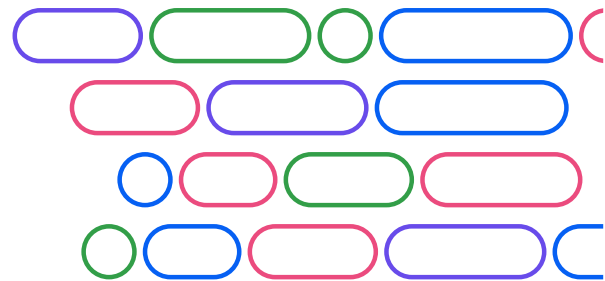


Privacy-compliant Analytics and Customer Data Platform



Data privacy and security has never been so important to consumers, enterprises and government organizations. A big part of everyone's life is spent online leaving a digital footprint of our online activity including our interests, purchase preferences, detailed behavior and personal data.

With GDPR in effect companies and government organizations need to ensure appropriate data protection and processing, while on the other hand being able to analyze online customer behavior and marketing activities.



What is it?

Piwik PRO is an enterprise analytics and marketing platform designed for data sensitive industries. It is used by the marketers, product managers and data analysts to understand customer behavior, improve digital products' user experience and optimize online marketing activities.

Key take-aways

- Analyze customer journey and improve digital products' user experience
- Optimize online marketing activities and increase conversion rates
- Utilize first-party data for onsite personalization
- Make digital analytics and marketing tools GDPR-compliant
- Adhere to the internal security policies of the organization

Increase user engagement and conversion rates with fully integrated marketing platform



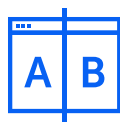
Improve digital products' user experience

- Identify where users get stuck in the customer journey on your website or in your app
- Help users to find relevant information and/or products by displaying personalized banners and custom HTML elements of the website
- Explore user behavior data with custom reports and raw data export to your data warehouse or business intelligence tools



Improve campaign effectiveness with custom pop-ups & content

- Build customer trust with privacy protection across all your websites and apps
- Add an extra layer of security by integrating with your single-sign on solution, enabling two-factor authentication and setting access control lists
- Choose the location of your data hosting on any Microsoft Azure data center including in Germany, Netherlands, USA or other region



Run effective marketing campaigns using first-party data

- Run personalized cross-sell and upsell onsite campaigns
- Perform A/B tests and measure the effectiveness of the campaigns
- Create highly targeted audiences by combining online behavior data with data from your CRM, transactional system or other backend systems

Piwik PRO Marketing Suite on Microsoft Azure

Our promise to you

Digital analytics and marketing platform loved by your marketing team, IT department and data protection officer!

An offer to get you started

- Local data residency guaranteed to comply with privacy laws
- 3-month customer onboarding and training sessions for your team to get the most out of the product
- 24/7 technical support for infrastructure & product

We help achieve tangible benefits across sectors:

- **Finance:** Generate additional revenue from financial product upsell campaigns personalized using online behavior and CRM data
- **Government:** Measure the citizen engagement with public awareness campaigns and content about the official government programs
- **E-commerce:** Decrease the shopping cart abandonment by serving personalized offers to the clients leaving the site

Why Piwik PRO

Piwik PRO was founded in 2013 by AdTech and MarTech experts with a **10+ years of experience** to help businesses and data-sensitive organizations in capitalizing on their 1st party data while remaining fully compliant with privacy laws and adhering to strict security policies.

Piwik PRO currently serve **over 100 enterprise and government clients** across Europe and North America and **over 300 medium-sized companies** worldwide.

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