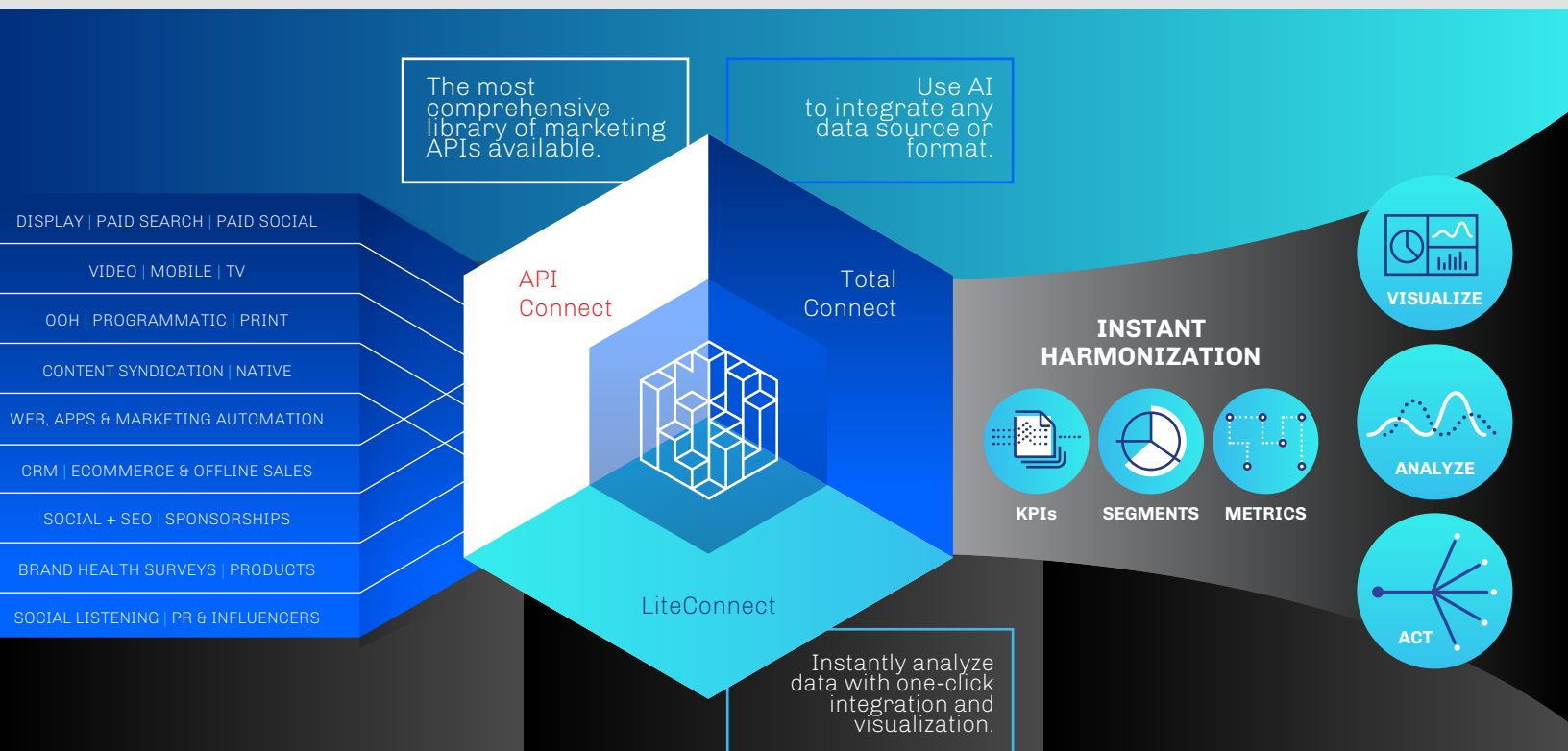


The Datorama Integration Engine for Marketers



A complete and accurate single source of truth is the foundation of your marketing intelligence. But the marketing mandate is constantly growing. You need to be able to connect new channels, tools, and internal systems instantly to support your measurement, reporting and optimization. That's why we make it easy to bring any data into our platform no matter where it comes from, while helping you make sense of it along the way.



APIConnect

Access the most extensive – and fastest growing – library of marketing APIs, plus popular databases, cloud storage platforms, and big data environments. Simply select your platform connector to automate your data integration, updating at the interval of your choosing. Our APIs cover the full spectrum of the mar tech and ad tech ecosystem so you can connect your data sources – social, search, display, video, programmatic, web analytics, CRM, email, and more – all in one place.

Better yet, many of these come complete with automatic SmartLenses for instant visualization and insights.

TotalConnect

With more than 5000+ tools in the marketing ecosystem, you need AI technology that can understand and adapt to any data source instantly.

Purpose-built for marketers, TotalConnect automates the ingestion, cleansing, collection and data model mapping of all of your file-based reporting sources– crucial steps that manual approaches struggle to keep up with, even with advanced skill sets. TotalConnect does the heavy lifting so you can focus on analysis and insights. Plus, continuous machine learning means it keeps getting smarter, gaining insight from the hundreds of thousands of data streams active in the Datorama platform everyday.

LiteConnect

LiteConnect simplifies data ingestion and analysis of single data files, bringing you from data to visualizations automatically. Simply drag-and-drop your data file into Datorama and watch it get visualized instantly. LiteConnect doesn't require any upfront data model considerations, so it's perfect for ad hoc analysis and non-marketing sources such as sales data, geographic data, or weather data. Best of all, you can automatically overlay your LiteConnect data with any of your data in the system by date, or optionally unify it with your data model with data fusion.

The combination of APIConnect, TotalConnect, and LiteConnect, gives marketers complete control over their data, with the flexibility to keep adding data layers to their analysis. With every performance, outcome, and investment across the customer journey in one place, gain the confidence to make smarter decisions, faster.



“We had seen first hand how challenging data integration is for marketing – Datorama’s technology is a smarter approach to connecting and unifying data.”

– **Ari Sheinkin, Vice President of Marketing Analytics, IBM**



“Datorama’s data integration approach is ideal. We can quickly and easily connect any data we need to bring in– whether its a centralized source or a specific client request. But that’s not all– Datorama helps us automate and customize our data modeling, KPIs, and classifications across all of our channels and stages.”

– **Gosha Khuchua, VP of Digital Media, Ticketmaster**



“Unlike more traditional data integration tools designed for IT users, Datorama is built for hard-working marketers who need to pull information from a bewildering portfolio of data management, marketing analytics, campaign management, social media, sales and other platforms.”

– **Marty Kihn, Research VP, Gartner**



“We had worked with other providers that had API connectors as well, but Datorama TotalConnect is a game changer. Its flexibility makes it very important – it’s a well-built data integration solution for all those situations when you don’t have an API– or the API is insufficient. It’s way ahead of other solutions in the ability to process data outside of the norm. It means we can say ‘yes’ to any data source need from clients and execute immediately.”

– **Roger Kamena, Director of Media and Data Science, Adviso**



Datorama gives marketers the ability to connect all their data sources together - whether its a handful or hundreds - to form a single source of truth for more efficient reporting, better decision making, and total control over their marketing performance and impact. See why **Gartner named us a Cool Vendor in Data Driven Marketing** and why organizations like IBM, GoDaddy, Foursquare, neo@Ogilvy and Starcom Mediavest choose Datorama for their marketing intelligence and analytics.