



SmartTracker

Leiki SmartTracker is a unique marketing & advertising tool for understanding your users. SmartTracker creates detailed consumer interest profiles of site visitors, combining personal interest data with online purchase intent information. These personal profiles can be transferred to your CRM system, integrated with purchase history and used to trigger multichannel marketing events. They can also be sold to advertisers for use in targeted RTB (real-time bidding) campaigns on a CPM basis.

SmartTracker generates revenues by:

- ✓ Making your own online marketing much more effective
- ✓ Targeting offline marketing via CRM integration
- ✓ Improving your service based on detailed understanding of users
- ✓ Sale of targeting information to advertisers

How our customers use SmartTracker

Leiki SmartTracker has been optimised for consumer preference analysis, and is typically used for:

1. Generating consumer profiles for personalization. Leiki SmartTracker identifies purchase intent and consumer interests by analyzing browsing activity, creating **purchase intent profiles (PIP)**. You can use PIPs to personalize your site to better reflect the visitors' interests and meet their needs.

2. Audience segmentation for analysis and campaign targeting. PIPs can be used to compare and link consumer interests between visitors to different sites, products and offers.

3. Predicting purchase interests online and utilizing it in marketing & advertising. SmartTracker can trigger multichannel marketing events by comparing the PIP with available products and marketing messages. This allows marketers to pre-target ads to consumers whose purchase history does not foretell interest in a durable good.

4. Augmenting retail CRM or taxonomies with site visitors' personal interest profiles. PIPs can be easily integrated into CRM systems and combine it with a user ID, loyalty card, credit card, or site registration, when available. This can then be used for online and offline targeting, campaign analysis and management, as well as best customer modeling. PIPs can be automatically mapped to any customer specific taxonomy, such as a retail product classification.

5. Monetizing data. You may also offer your PIPs for resale to selected premium marketers to monetize your visitor information through RTB campaigns. Typically you get paid for the data on a CPM basis, with the payment being comparable or even larger than the campaign spend on media space.

What is a Purchase Intent Profile (PIP)?

Our Leiki Focus profiling system generates uniquely detailed and accurate weighted topic profiles for all types of web content including articles, videos, social posts, and product listings.

SmartTracker then follows consumer clicks in real time to combine the profiles of pages viewed to form purchase intent profiles (PIPs).

The PIP typically has several hundred weighted categories describing the interests associated with each web browser.

Getting Started

Implementing SmartTracker is easy:

1. Copy the JavaScript tracking code supplied by us to your web pages.
2. When a user is visiting your site, read in their Leiki cookie ID from a global JavaScript variable so you can match to a user ID on your side.
3. Query user profiles in real time through our REST API or get them in batch mode from nightly XML dumps.

Detailed instructions and technical support will be provided when starting to use the service. Our standard pricing model is a monthly fee based on number of page impressions analyzed by SmartTracker. Please contact us at sales@leiki.com for a quote for your application.

Contact Us