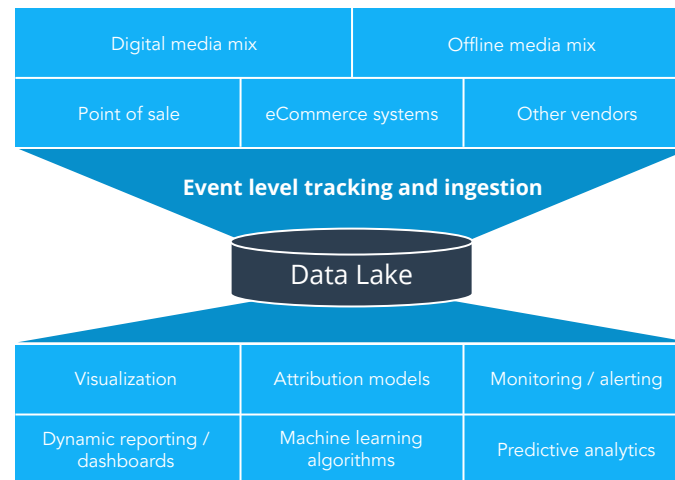


# A Holistic View of Your Marketing Data

Unifying your marketing data into a single system of record is key to truly understanding your audience. A whopping 52% of marketers cobble their data together from disparate systems, causing hours of needless work and erroneous reports that lead to ill-informed decisions. Wouldn't your time be better spent extracting and actioning upon insights, rather than trying to piece together your data?



Eliminate hundreds of wasted hours! Automate the collection, normalization and cleansing of data into a unified marketing system of record. Easily surface insights through dynamic visualization and reporting. With Altitude, marketers can tear down data silos and refocus their efforts on the more important tasks like optimizing their media spend.

- 1 Data is **tracked and onboarded at the event-level** across disparate sources, including spend
- 2 Data is then **normalized**, linked across devices to form a **single consumer identity**, stored and accessed from an API-connected **data lake**
- 3 Altitude leverages that data to glean **real-time, actionable marketing intelligence**

*A unified system of record consists of mechanisms to consolidate different types of data, ensure data integrity and derive insights.*

## Understand the Omni-Channel Journey

Your audiences move across different channels and devices as they learn about your brand and engage with your media. It's easy to lose track of their real world path to conversion. Not with Altitude.

With cross-channel identity management, you gain full access to your customer's full path to conversion, allowing you to more accurately measure the ROI for each of your marketing efforts.

## Measure the Impact of your Touchpoints

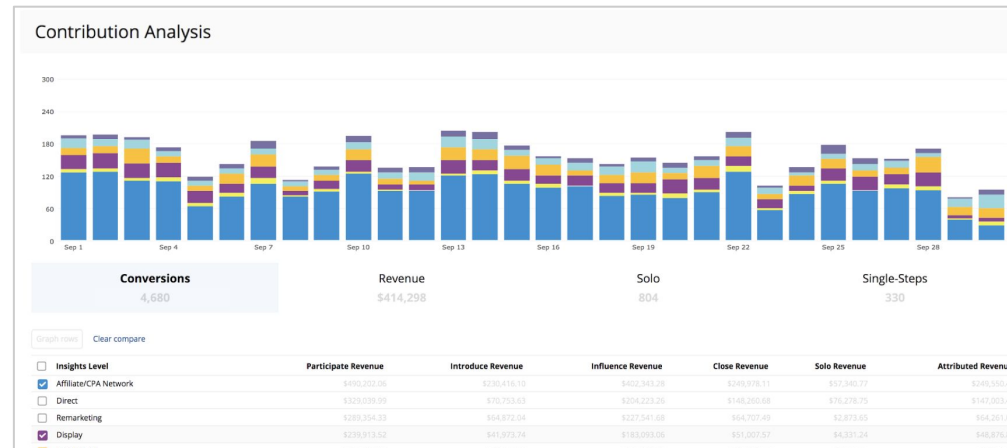
As most marketers now know, last click attribution is a dangerous road filled with erroneous "insights" and bad decisions. Marketing a team effort where combined tactics move consumers through the funnel from awareness to purchase.

But how do you accurately credit contributors across this journey? With Altitude's attribution tools, you can determine the true drivers of performance and more accurately optimize your media buys.

# Sample Report

Contact [sales@impact.com](mailto:sales@impact.com) to learn more about Altitude

Marketers across the globe use Altitude to keep pace with today's fast-changing media landscape. They save time, headaches and costly mistakes by consolidating and normalizing all their data points into a single system of record. This allows them to develop and capitalize on unified campaign strategies that yield stronger results for their entire team.



Contribution Analysis lets you to break down revenue by the role each media plays in the path to conversion: as an introducer, an influencer or a closer. Clear visuals let you compare attributed revenue over time.

## Hundreds of Turnkey Integrations

Media source setup is a breeze. In addition to our media tracking tag, leverage 400+ pre-configured integrations to gather cost and touchpoint data across paid search, social networks, ad servers, and other platforms your team accesses daily for data.

## Custom Report Builder with Real-time Data

Find the unique story in your data with drag-and-drop report building and leverage granular real-time views at the channel, media, keyword or ad level. Schedule report deliveries to keep stakeholders informed and set custom alerts to immediately notify you of issues or opportunities within your campaigns.

## Sophisticated Attribution Models

Setting up your attribution models is easier than you think. Quickly select and customize your rules-based attribution models or leverage machine learning algorithms to assign the contributions of each touchpoint as fairly as possible.

## Support for Cross-Device and Offline Conversions

Our proprietary identity matching system helps you to paint a clear picture of each customer's journey across devices and bridge your offline direct mail and phone tracking performance with your digital performance.



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