

Data Collect

Disaggregated data, the essential ingredient to accomplish your marketing objectives.



Timely information is crucial to address the problems of any organization and formulate appropriate strategies to achieve their objectives. But, what happens when the information you have doesn't allow you to fully understand the consumer behavior? Data disaggregation allows the separation of collected information into smaller units to reveal underlying trends and patterns for real-time decision making.

Consumer transactions, ecommerce sites, social sites, search engines and websites, all these sources bring disaggregate, real-time data on the behaviour of individuals.

The data used to be related mainly to consumers' buying habits and their tastes and preferences. Currently, it also includes their browsing and interaction behavior on the net, where interactions include the clicks, navigation paths, and browsing activities on the website.

The focus of web analytics is to refine the marketing mix elements and improve the website's effectiveness in terms of conversion rates and other performance parameters.

Data Collect is a technological solution that creates a disaggregated database with all consumer interaction on your website and stores it in a data warehouse of Google Cloud or Amazon Web Services (Redshift).

Data Collect is easily integrated into your web site and collects events that are organized according to an extensible schema including:

General events: device, traffic source (channel) and campaign, location, page visited
 Ecommerce events: product details, add to cart, remove from cart, start to check out and buy ...

Custom events: each website is different and has its own events happening throughout the sales funnel. Data Collect can gather them thanks to the integration with all main tag managers.



All these events can give light to critical KPIs such as the most demanded product, detailed stage of the marketing funnel your leads dropped out, or attribution of all conversions to channels and campaigns.

Data Collect allows companies to do their own advanced consumer analytics in real time enabling decision making in digital marketing strategies.

TECHNOLOGICAL PARTNERSHIPS THAT ALLOW GAUSS TO IMPROVE YOUR RESULTS

