performance

Automatically get and combine all your data for **insights that matter**

funnel
Solution Partner

performance

We are trusted engineers and data scientists who love solving problems you present us with.

Our expertise is in cloud computing, business process automation, cybersecurity, and in decision support

data iku

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IBM

Microsoft

sas

tableau
SOFTWARE

VERTICA

Getting data becoming more and more:

- Complex
- Expensive
- Wasteful

Think Ahead.

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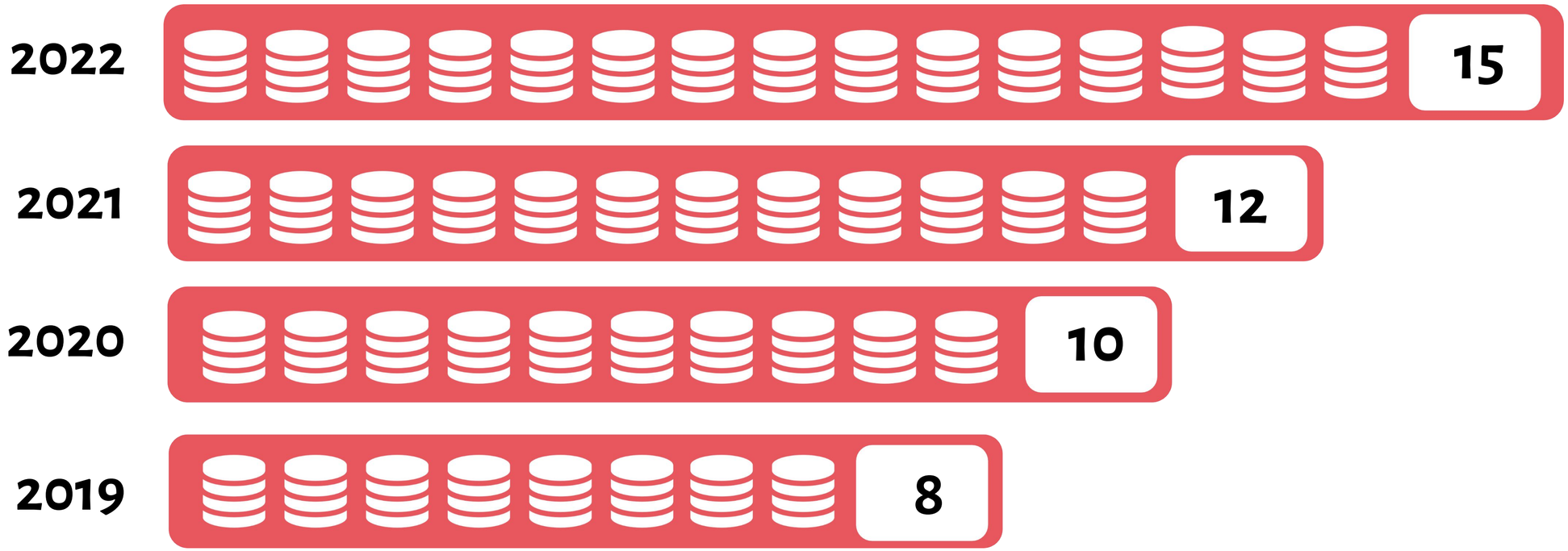
More **complex**

Think Ahead.

Median number of data sources used by marketers



Source: Salesforce, 7th Edition, State of Marketing

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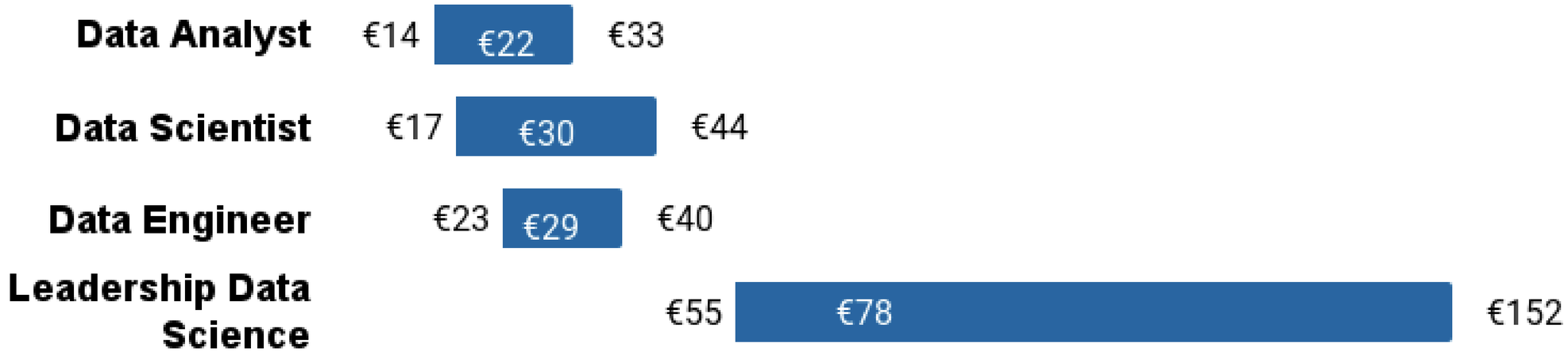
More **expensive**

Think Ahead.



10th Percentile Median 90th Percentile Annual Gross Compensation Amount in Thousands

Source: Marathon VC

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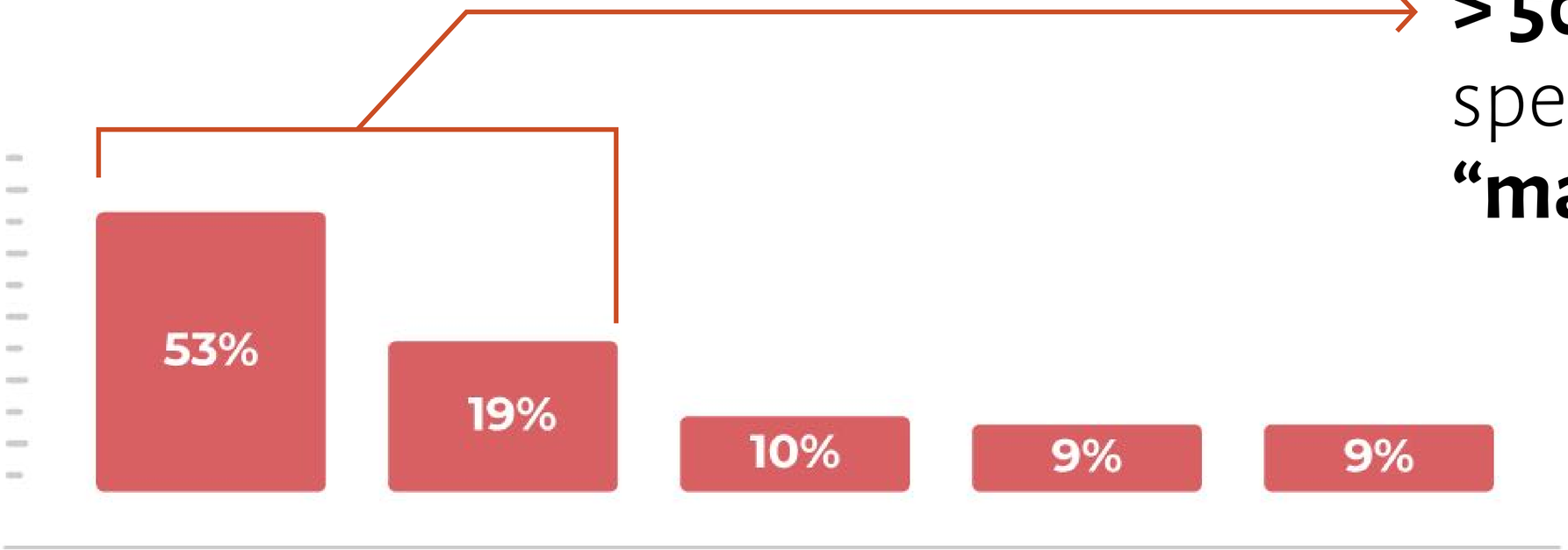
More **wasteful**

Think Ahead.



> 50% of our time spent on getting & **“massaging” data**

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Our journey

Think Ahead.

- Lean, but ~15 platforms
- Waste impacting our job
- Need for smart* solution

* *and cost efficient*

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Platform Solutions Pricing Case Studies Company Resources

Login GET IN TOUCH

The better way to work with marketing data

Collect, prepare and analyze all your marketing data with ease.

Work Email*

Book a demo

"Funnel is the best thing that has happened to my role. If I ever get a new job else where I will make sure it is in my contract that we get Funnel"

WATCH TESTIMONIAL

Brittany Joiner, Elastic

Trusted by 1000+ of world's most data-driven companies

Skyscanner SAMSUNG adidas Superdry® trivago

Think Ahead.

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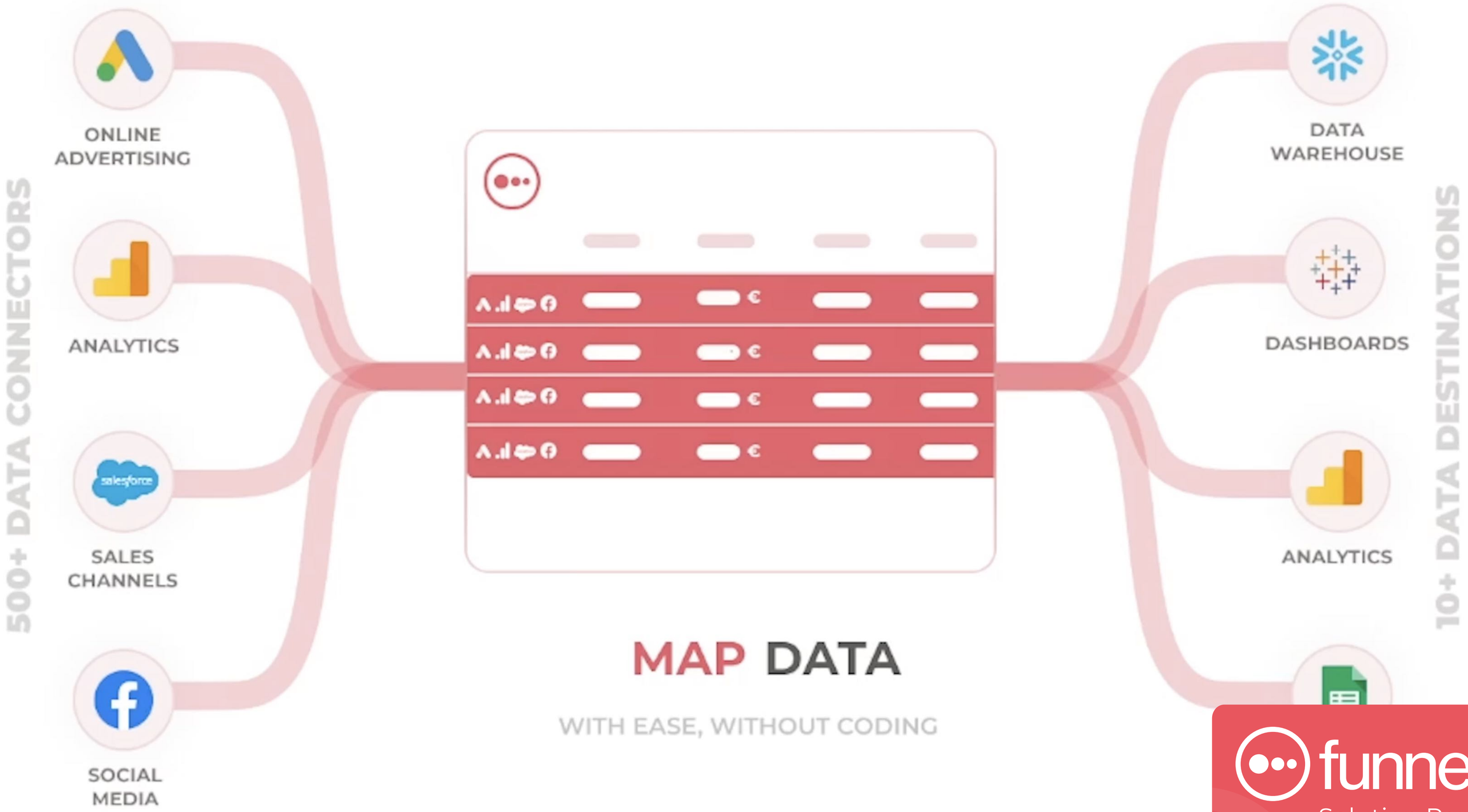

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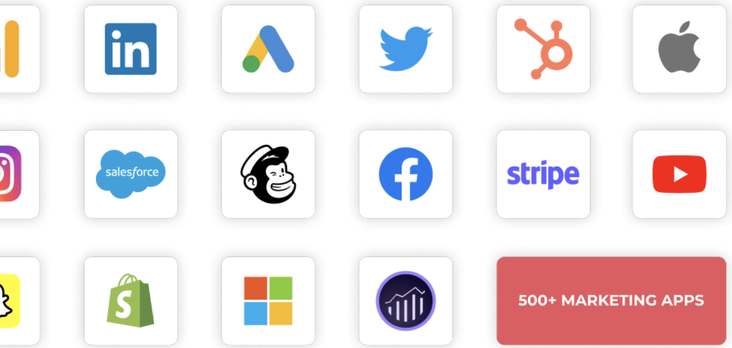
Funnel: **A bit more**

Think Ahead.

1

Collect all your marketing data

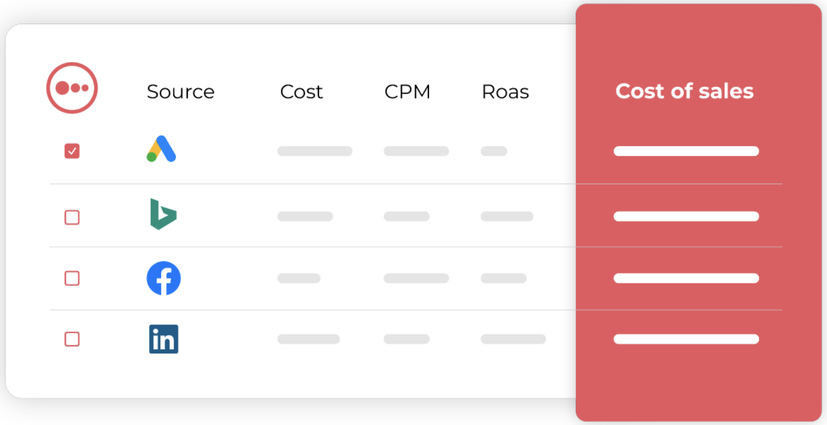
Connect all your data sources in minutes. Funnel integrates with 500+ marketing apps and platforms.



2

Make data business–ready

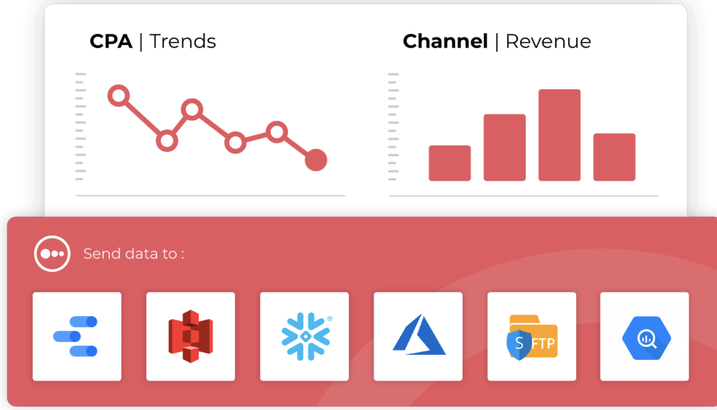
Clean, group, map and “massage” your data the easy way.



3

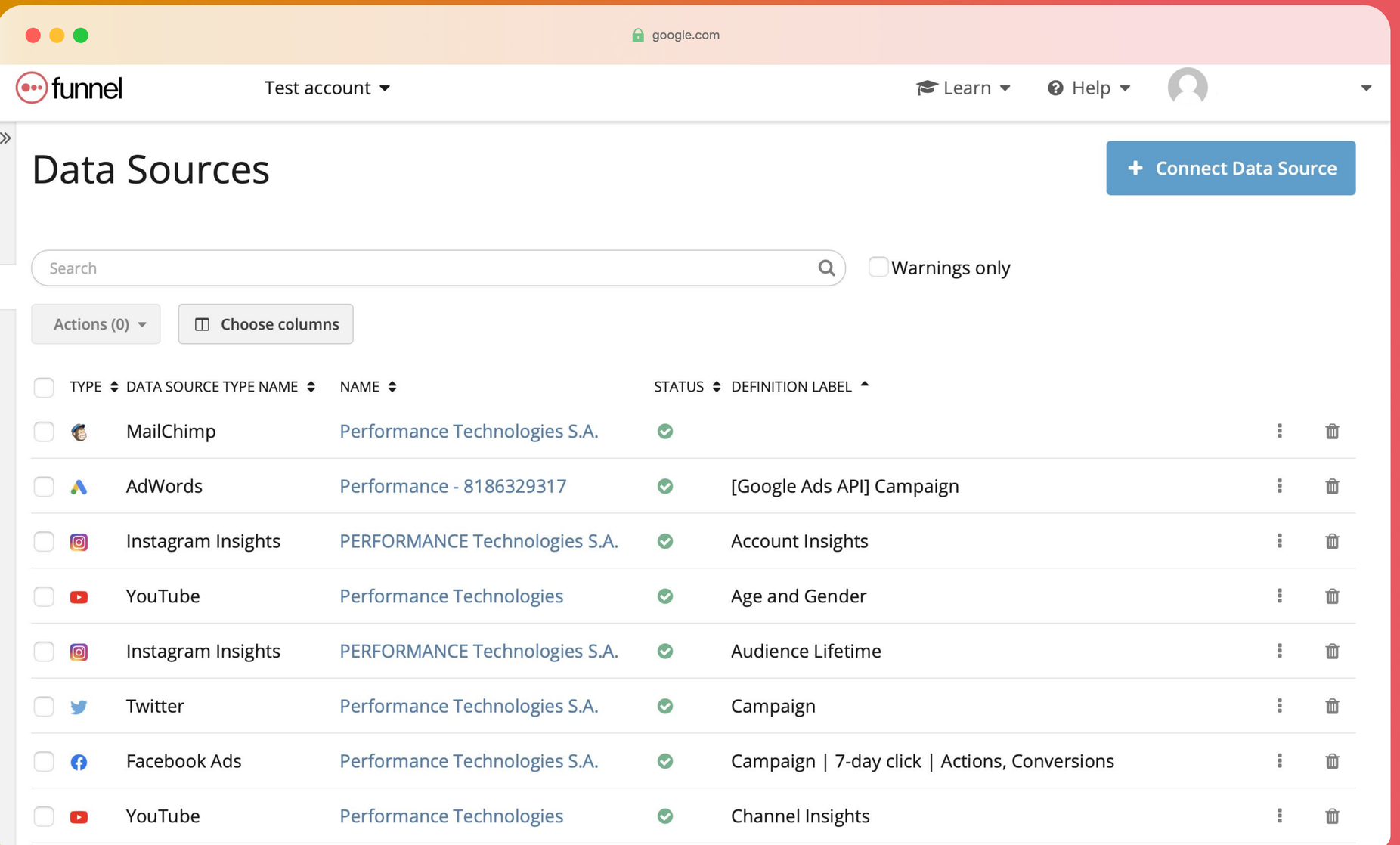
Data where and when you need it

All your marketing data available for non-technical and data–savvy users, on multiple tools



Get data from sources

Think Ahead.



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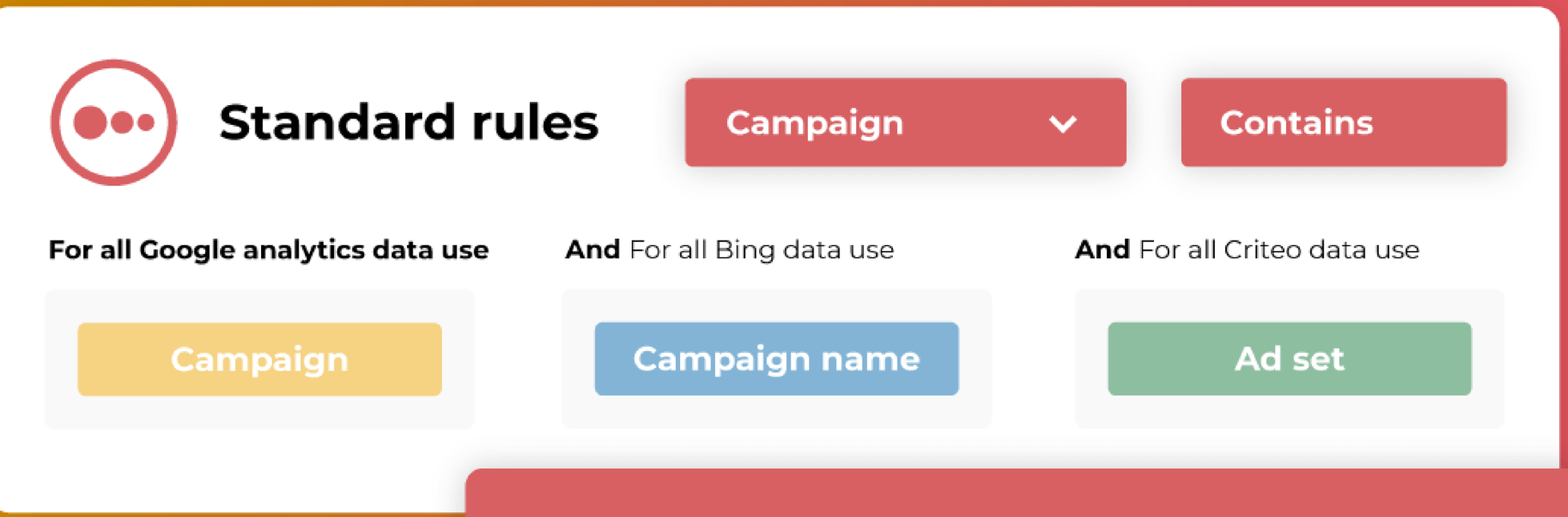
Harmonize & Blend

Think Ahead.



Results: Normalized campaign dimensions

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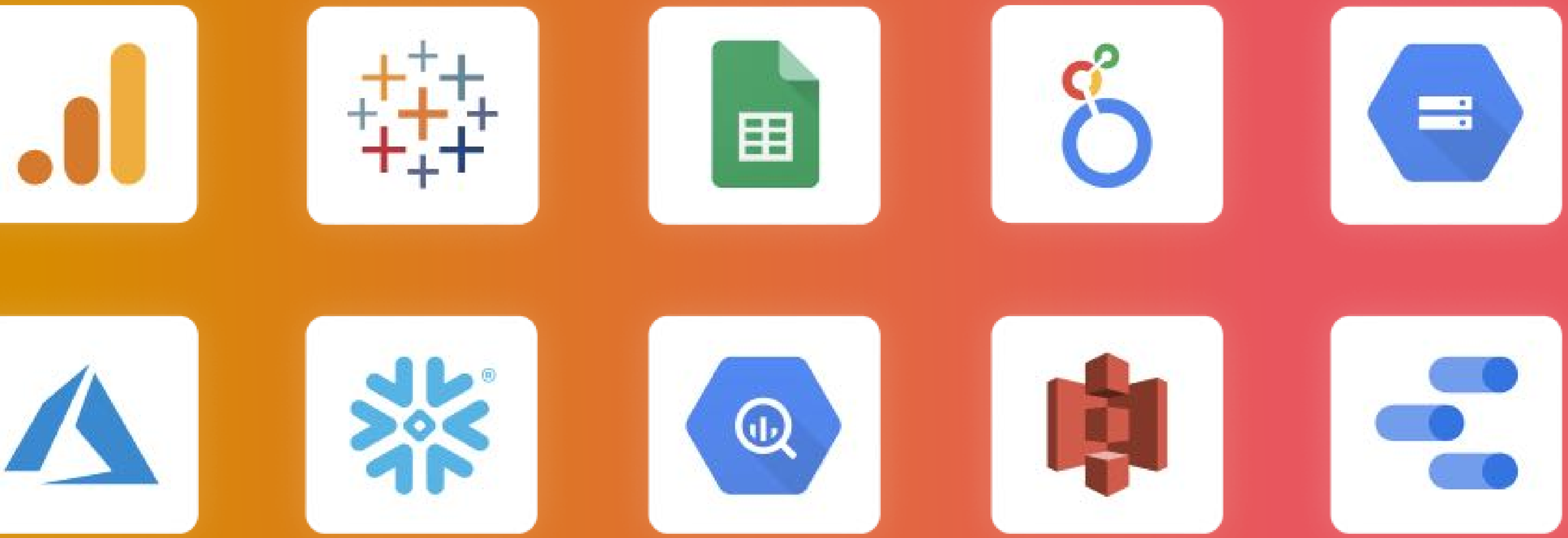
Make data available

Think Ahead.



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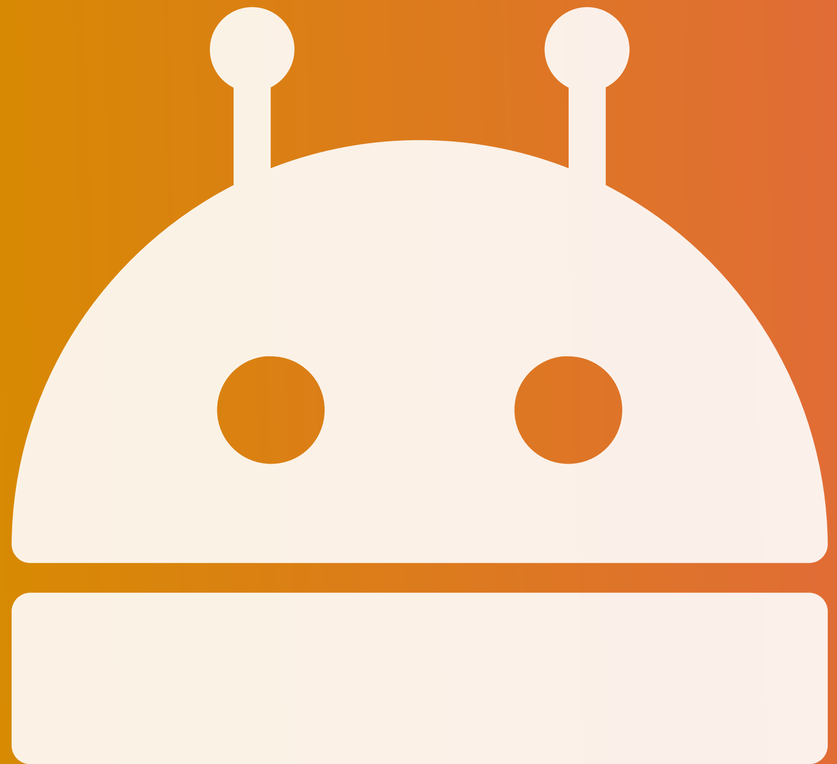
Automatic · No-code

Think Ahead.



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Your journey, with us

Think Ahead.

- Own your data
- Know your data
- Focus on insight

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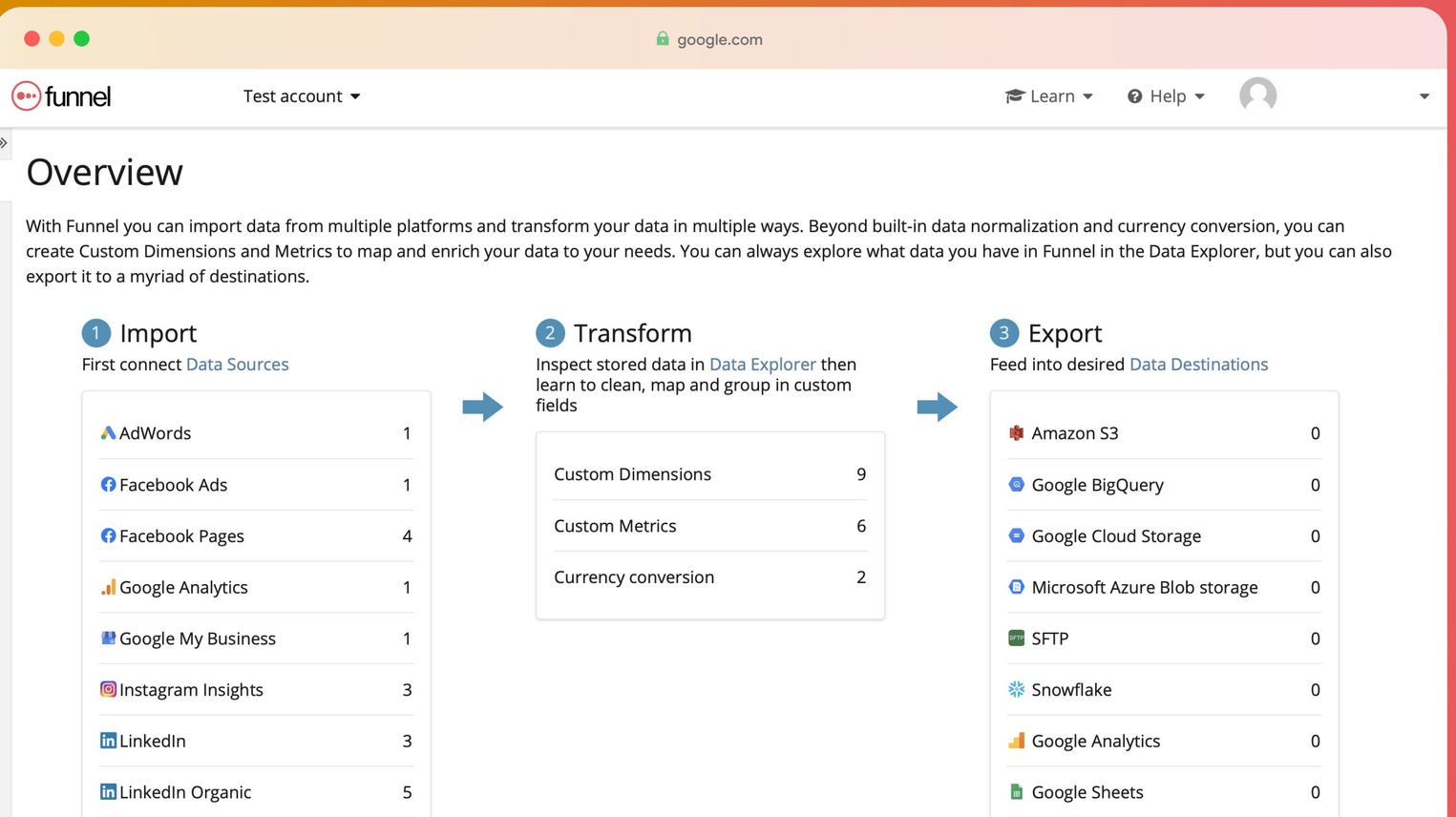
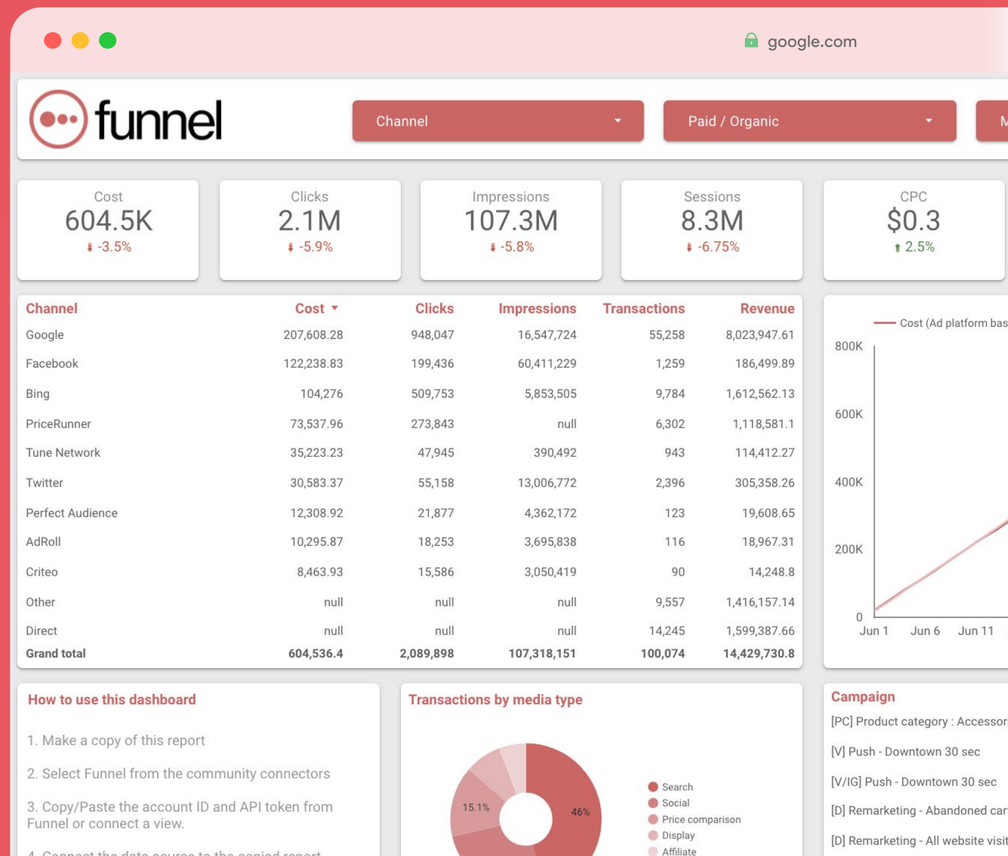
Business–ready data

Think Ahead.

From **clean** data ⟶ to **clear** insight





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marketing@
performance.gr

Ping us here

Drop an email