



Automatically get and
combine all your data for
insights that matter





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



Getting data becoming more and more:

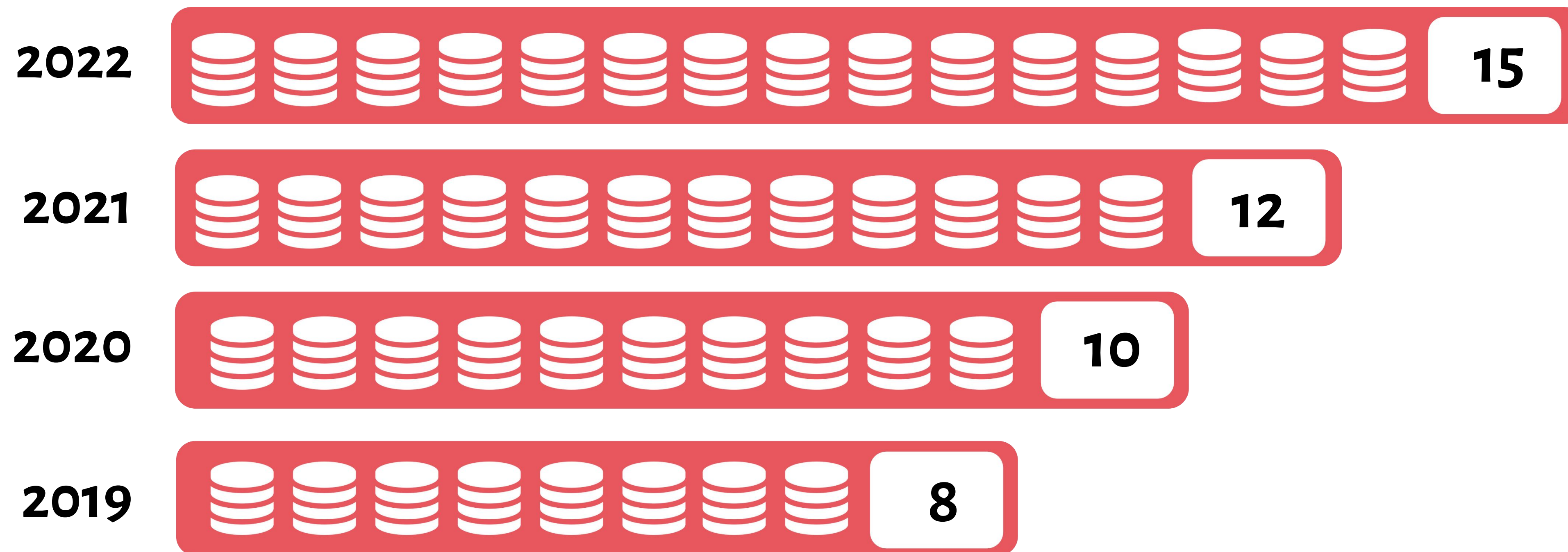
- Complex
- Expensive
- Wasteful



● More complex

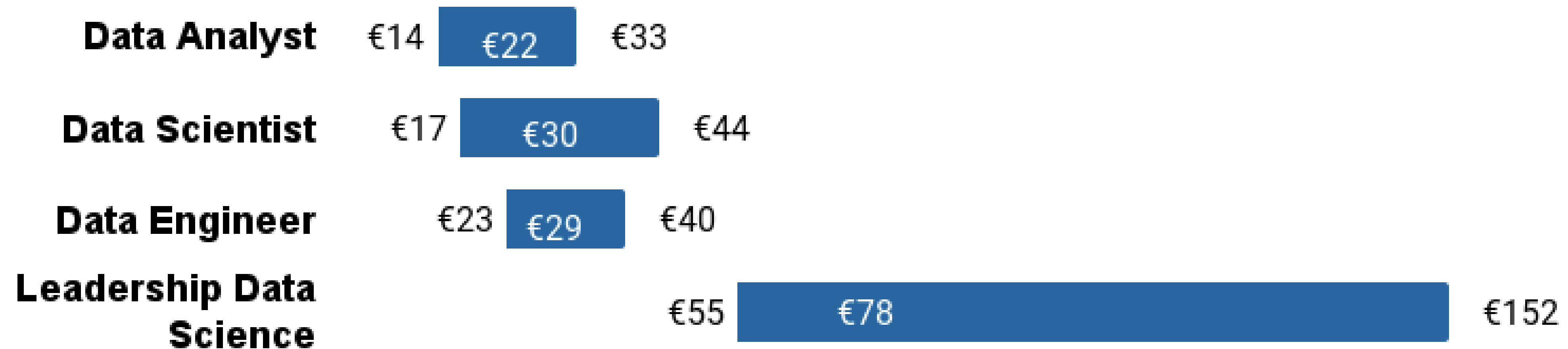


Median number of data sources used by marketers



Source: Salesforce, 7th Edition, State of Marketing

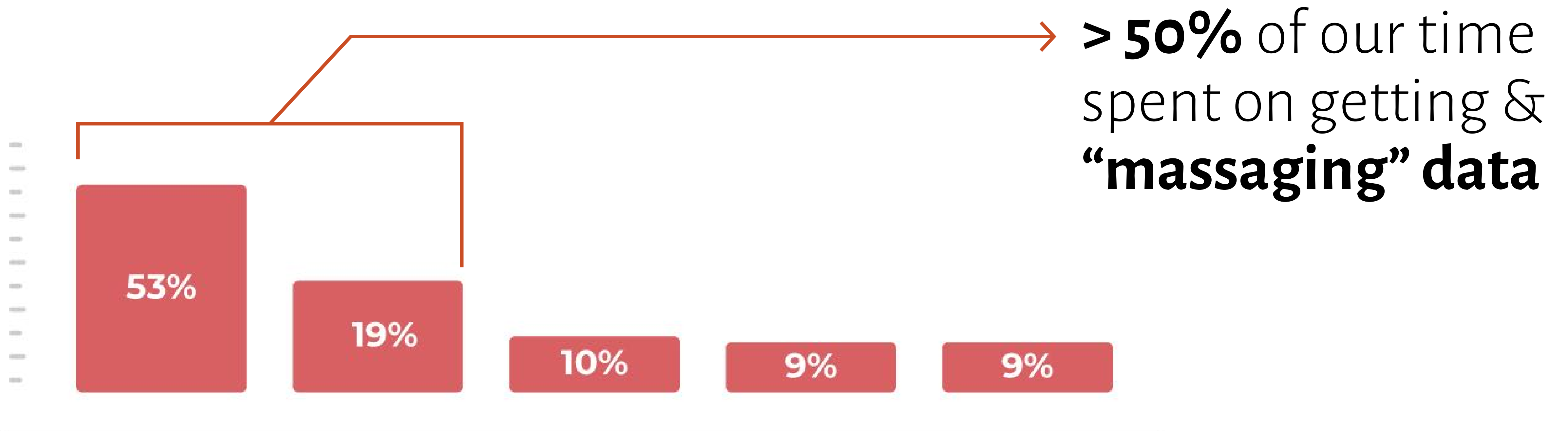
● More expensive



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

Source: Marathon VC

● More wasteful



Collecting,
labelling,
cleaning and
organizing
data

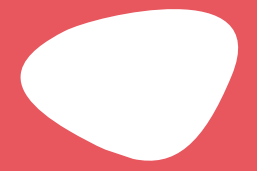
Building and
modeling data

Mining data
for partners

Refining
algorithms

Other

Our journey



Think Ahead.

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

The better way to work with marketing data

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

[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

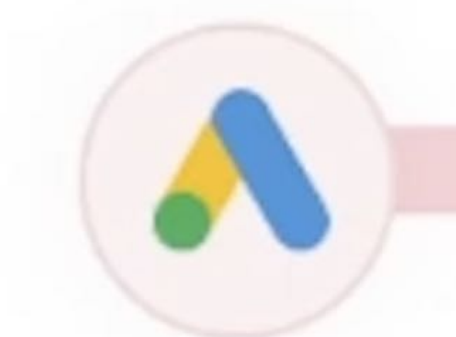
Trusted by 1000+ of world's most data-driven companies



Solution Partner

Think Ahead.

500+ DATA CONNECTORS



ONLINE
ADVERTISING



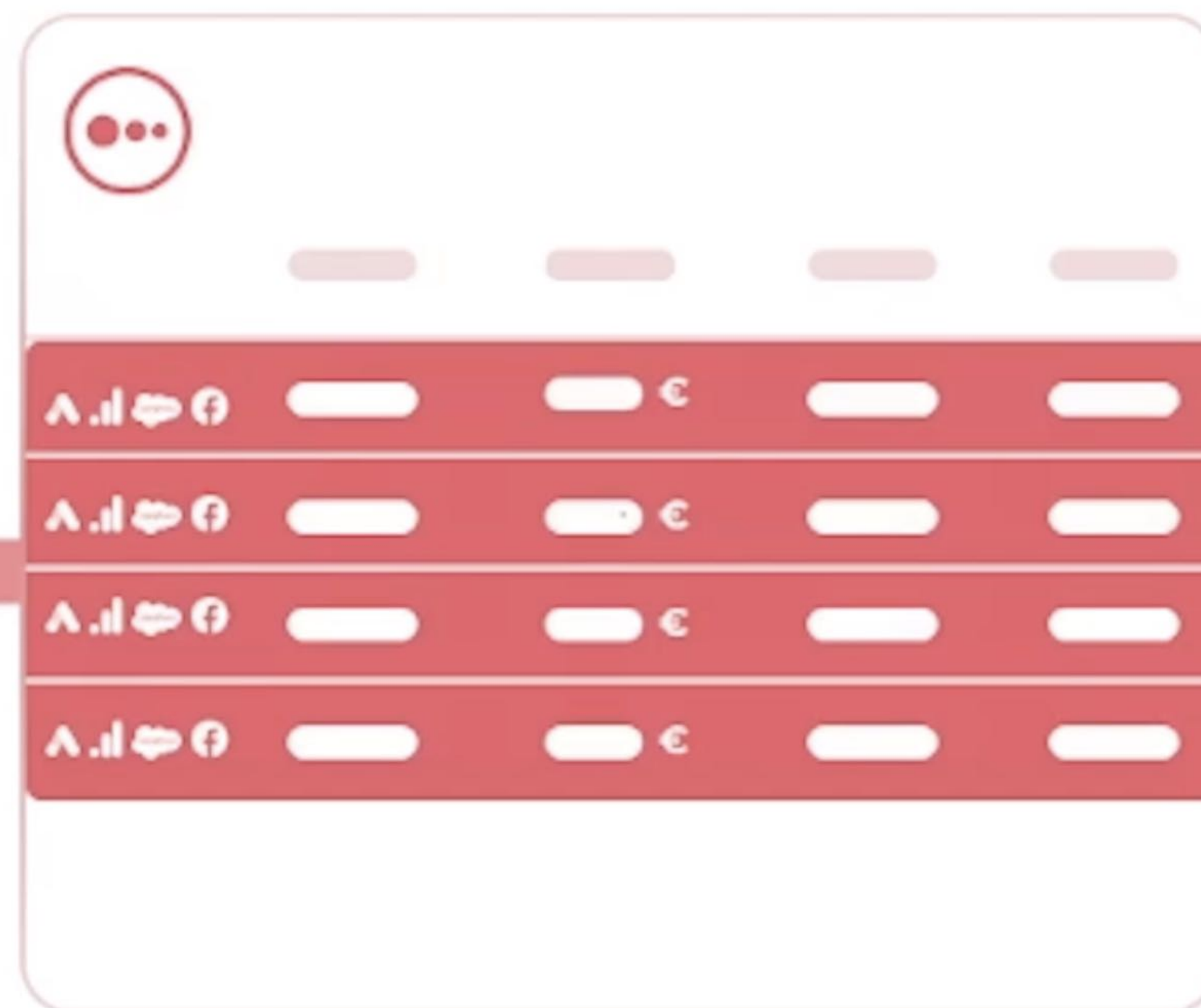
ANALYTICS



SALES
CHANNELS

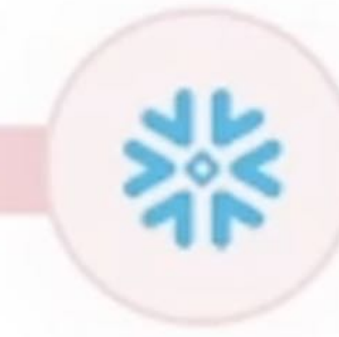


SOCIAL
MEDIA

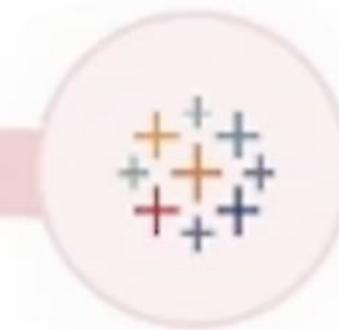


MAP DATA

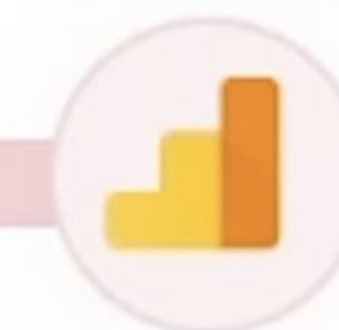
WITH EASE, WITHOUT CODING



DATA
WAREHOUSE



DASHBOARDS

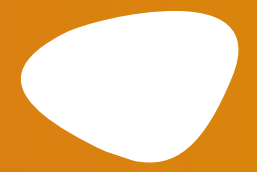


ANALYTICS



10+ DATA DESTINATIONS

Funnel: A bit more

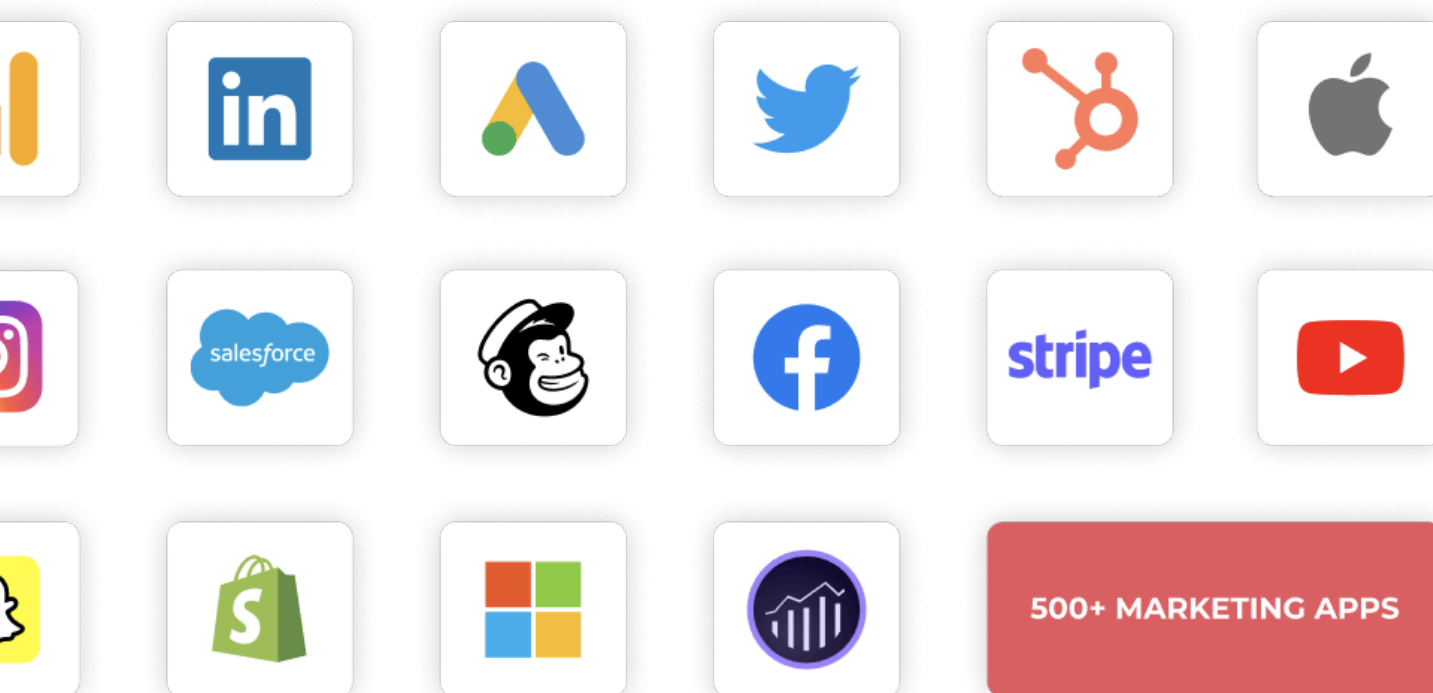


Think Ahead.

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.

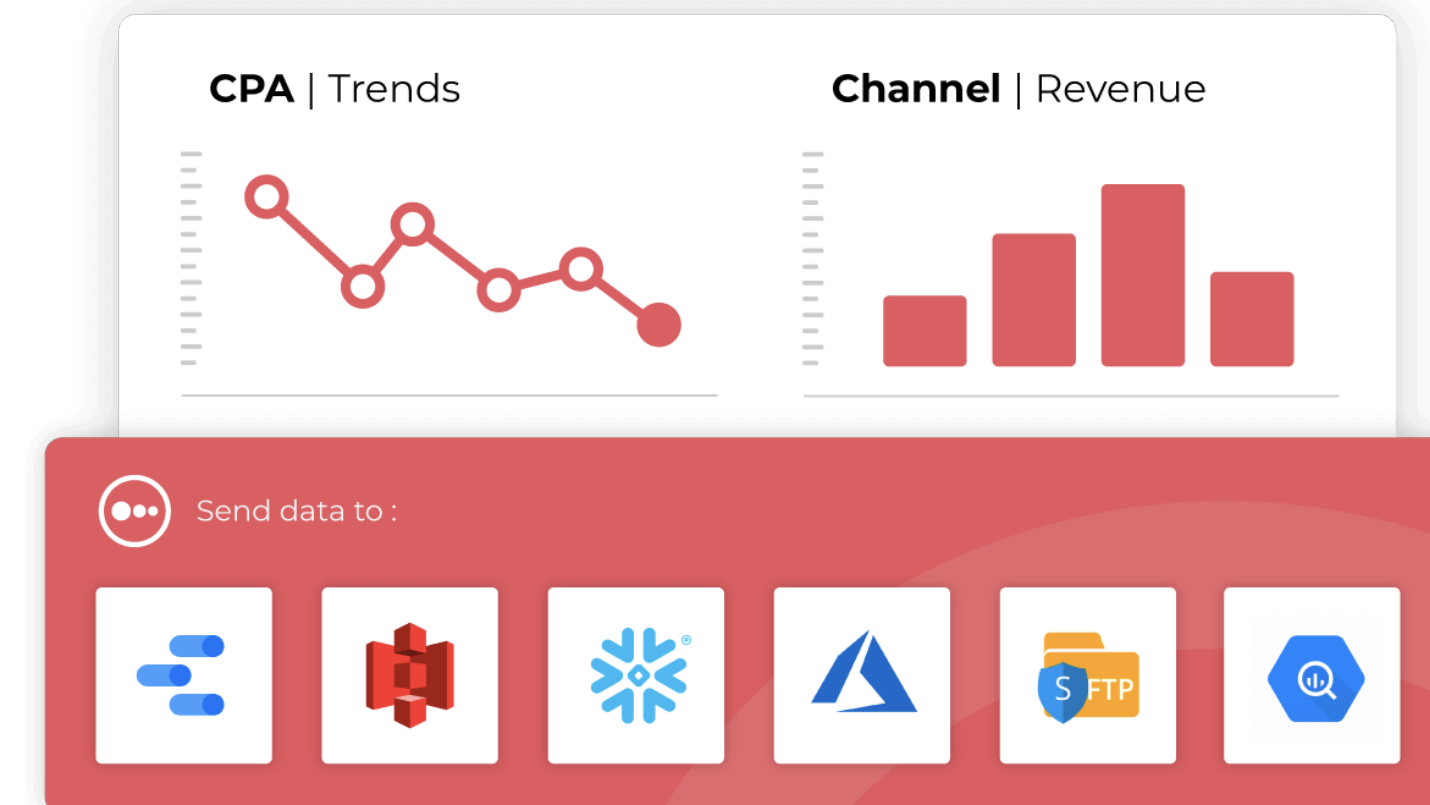
	Source	Cost	CPM	Roas
<input checked="" type="checkbox"/>		_____	_____	_____
<input type="checkbox"/>		_____	_____	_____
<input type="checkbox"/>		_____	_____	_____
<input type="checkbox"/>		_____	_____	_____

Cost of sales

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



funnel

Test account

Learn

Help

Data Sources

+ Connect Data Source

Search

Warnings only

Actions (0)

Choose columns

	TYPE	DATA SOURCE TYPE NAME	NAME	STATUS	DEFINITION LABEL		
<input type="checkbox"/>		MailChimp	Performance Technologies S.A.	✓		<div></div>	<div></div>
<input type="checkbox"/>		AdWords	Performance - 8186329317	✓	[Google Ads API] Campaign	<div></div>	<div></div>
<input type="checkbox"/>		Instagram Insights	PERFORMANCE Technologies S.A.	✓	Account Insights	<div></div>	<div></div>
<input type="checkbox"/>		YouTube	Performance Technologies	✓	Age and Gender	<div></div>	<div></div>
<input type="checkbox"/>		Instagram Insights	PERFORMANCE Technologies S.A.	✓	Audience Lifetime	<div></div>	<div></div>
<input type="checkbox"/>		Twitter	Performance Technologies S.A.	✓	Campaign	<div></div>	<div></div>
<input type="checkbox"/>		Facebook Ads	Performance Technologies S.A.	✓	Campaign 7-day click Actions, Conversions	<div></div>	<div></div>
<input type="checkbox"/>		YouTube	Performance Technologies	✓	Channel Insights	<div></div>	<div></div>



Harmonize & Blend



Standard rules

Campaign



Contains

For all Google analytics data use

Campaign

And For all Bing data use

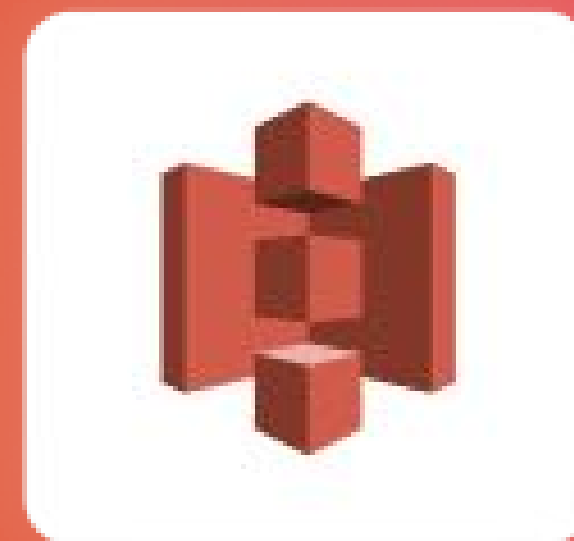
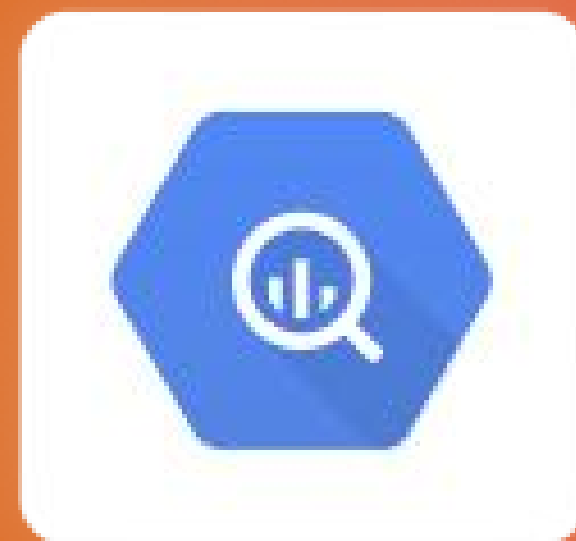
Campaign name

And For all Criteo data use

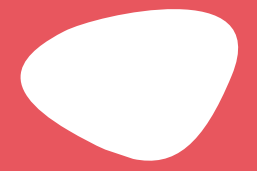
Ad set

Results: Normalized campaign dimensions

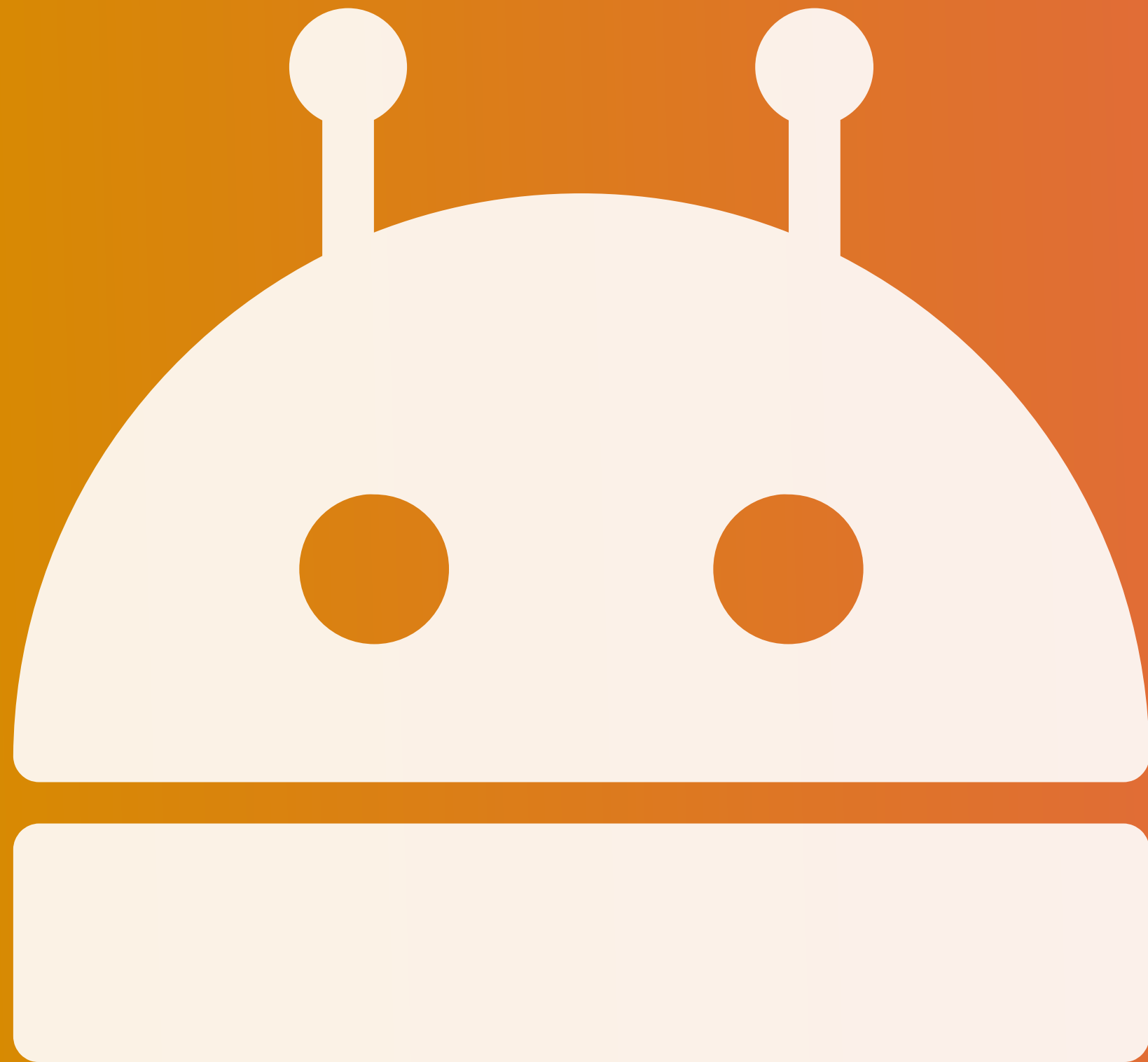
Make data available



Automatic • No-code



Think Ahead.



 **funnel**
Solution Partner

Your journey, with us



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



Business—ready data



From **clean** data —————> to **clear** insight

Overview

With Funnel you can import data from multiple platforms and transform your data in multiple ways. Beyond built-in data normalization and currency conversion, you can create Custom Dimensions and Metrics to map and enrich your data to your needs. You can always explore what data you have in Funnel in the Data Explorer, but you can also export it to a myriad of destinations.

1 Import

First connect [Data Sources](#)

AdWords1

Facebook Ads1

Facebook Pages4

Google Analytics1

Google My Business1

Instagram Insights3

LinkedIn3

LinkedIn Organic5

2 Transform

Inspect stored data in [Data Explorer](#) then learn to clean, map and group in custom fields

Custom Dimensions9

Custom Metrics6

Currency conversion2

3 Export

Feed into desired [Data Destinations](#)

Amazon S30

Google BigQuery0

Google Cloud Storage0

Microsoft Azure Blob storage0

SFTP0

Snowflake0

Google Analytics0

Google Sheets0

Channel

Paid / Organic

Cost604.5K
-3.5%

Clicks2.1M
-5.9%

Impressions107.3M
-5.8%

Sessions8.3M
-6.75%

CPC\$0.3
2.5%

Channel	Cost	Clicks	Impressions	Transactions	Revenue
Google	207,608.28	948,047	16,547,724	55,258	8,023,947.61
Facebook	122,238.83	199,436	60,411,229	1,259	186,499.89
Bing	104,276	509,753	5,853,505	9,784	1,612,562.13
PriceRunner	73,537.96	273,843	null	6,302	1,118,581.1
Tune Network	35,223.23	47,945	390,492	943	114,412.27
Twitter	30,583.37	55,158	13,006,772	2,396	305,358.26
Perfect Audience	12,308.92	21,877	4,362,172	123	19,608.65
AdRoll	10,295.87	18,253	3,695,838	116	18,967.31
Criteo	8,463.93	15,586	3,050,419	90	14,248.8
Other	null	null	null	9,557	1,416,157.14
Direct	null	null	null	14,245	1,599,387.66
Grand total	604,536.4	2,089,898	107,318,151	100,074	14,429,730.8

How to use this dashboard

1. Make a copy of this report

2. Select Funnel from the community connectors

3. Copy/Paste the account ID and API token from Funnel or connect a view.

4. Connect the data source to the copied report

Transactions by media type

15.1%

46%

Search

Social

Price comparison

Display

Affiliate

Campaign

[PC] Product category : Accessor

[V] Push - Downtown 30 sec

[V/IG] Push - Downtown 30 sec

[D] Remarketing - Abandoned car

[D] Remarketing - All website visit



Ping us here

**marketing@
performance.gr**

Drop an email