



**ANALYTICS PLATFORM
FOR MARKETING**

CASE STUDY

iNOVECS®

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CASE STUDY

ANALYTICS PLATFORM FOR MARKETING



INDUSTRY

Advertising&Marketing



CLIENT

Advertising technology company acting upon consumer take up of the latest digital platforms.



PRODUCT

The platform helps advertisers find their target audience effectively and maximize return on their marketing campaign investment, as well as provides with detailed analytics on who their customers really are.

The specific technology makes it possible to utilize large pools of transactional data for enhancing the accuracy and performance of ad delivery across multiple devices. It provides an algorithmic approach to identify users in a privacy conscious manner and overlay their profiles with large repositories of household level data sourced from vast pools of geo-referenced statistics.



INNOVECS CONTRIBUTION

Full-cycle website development. Data analysis with patterns identification and conversion into programmatic algorithms.



TECHNOLOGIES

Java EE, Spring MVC, JMS, GitHub, Jenkins, Tomcat, REST, SOAP, MySQL/ MongoDB, Google Big Query, SQL, Big Data Systems, Hadoop, AWS

CASE STUDY

ANALYTICS PLATFORM

FOR MARKETING

GALLERY

Add target to list

Selected targets: No targets selected

Gender: Male

Age:

Platform Selection: Mobile, Tablet, Desktop, Smart TV

Device ID: Android SMT, Android MID, Android Low, Android GoogleAD ID, iOS UICD MID, iOS UICD SMT, iOS CDA MID, Other

Household/Business: Home, Business, All

Output: Postcode, Lat/Lon, Lacking Squares, Address, Gender ID

Create Campaign

New segment wizard

Step 1 of 1

Occupation:

Income:

Property Ownership:

Property Type:

Industry:

Previous **Next** Estimation: 2,49,371

Peugeot_devices Analysis

Reverse lookup analysis data

Age	Income	Health Index	DVA Mile
Under 16	Under £1,000	Very High	Post
16-24	£1,000 - £19,999	High	Postcode
25-34	£20,000 - £29,999	Medium	Postcode
35-44	£30,000 - £39,999	Low	Postcode
45-54	£40,000 - £49,999	Very Low	Postcode
55-64	£50,000 - £59,999		Postcode
65+	£60,000 - £69,999		Postcode

Education	Occupation
No Qualification	Managers, Directors and Senior Officials
GCSEs, A Levels, O Levels, A Levels	Professionals
GCSEs, A Levels, O Levels, A Levels, Degree, Higher Degree	Technicians and associated Professions
Professional (Teaching, Nursing, etc.)	Administrative and Clerical
Postgraduate Qualification	Skilled Trades
	Junior Labour Services
	Senior and Customer Services
	Plant and Machine Operation
	Clerical & Manual Occupations

Household Composition	Property value	Property type	Property ownership
Single Person	£0 - £20,000	Apartment (Purpose)	Owned outright
Family (no children)	£20,000 - £40,000	Apartment (Conversion)	Owned with Mortgage
Family (with children)	£40,000 - £60,000	Detached house	Private Renter
Single Person	£60,000 - £80,000	Semi-detached house	Semi Renter
Full Time Student	£80,000 - £100,000	Shared house	Rent Free
Age 65 and Over	£100,000 - £120,000		

TradesMen Dashboard

Targeted population: **32.97%** Targeted percent of population against entire UK

Targeted households: **283k** Number of targeted households

Number of devices: **984k** Number of devices

Heatmap: Map of the UK showing device density by region.

Device by OS: **iOS 51.3%**, **Samsung 27.6%**



UKRAINE | USA | UK | ISRAEL | EUROPE

Innovecs is a technology software development company that lives in the cloud.

A global company with offices in San Francisco, New York, London, Tel-Aviv with R&D facilities in Ukraine, the company specializes in serving Ad- tech, Gaming, Fintech, E-commerce, Transportation, Telecom and Healthcare markets. We focus on mobile and web development, blockchain, ad tech technologies, animation and art assets creation.

WHY INNOVECS



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