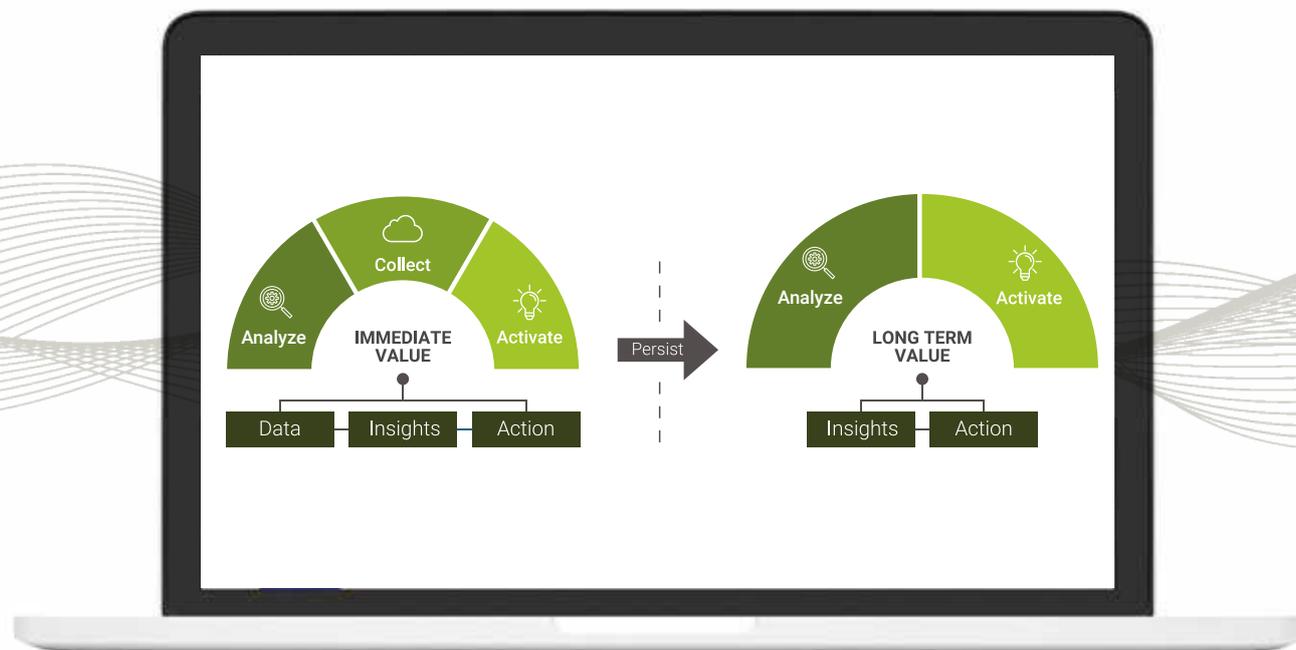


Data Streams

REAL-TIME DATA FOR YOUR BUSINESS INTELLIGENCE

Webtrekk's Raw-Data Export is an established, dependable source that feeds internal data warehouse architectures.

This same data can be made available in real-time with our stream-based business intelligence architecture.



COUNTLESS REAL-TIME SCENARIOS

Webtrekk Data Streams are suitable for many real-time data use cases, ranging from customer experience personalization to the live computation of complex data science models. When using Data Streams, Webtrekk specific data refinement remains intact with all data containing the usual information such as geo-location, device information, and cross-device tracking features.

DATA GOVERNANCE

With the help of streaming architecture Data Governance can be optimized. This means internal stakeholders can receive only the data that is relevant and needed for their work. For instance, sensitive information or data that falls under compliance regulations can easily be omitted before making the stream available. This way, sensitive financial or personal data can be protected from unauthorized access.

DATA WAREHOUSE REVOLUTION

Streaming architecture eliminates many typical batch-processing problems. Rather than exporting data at regular intervals, it is made available as a steady stream of data in real-time. CPU capacity is reduced as data is processed in smaller packages, rendering large batches obsolete. Multiple streams can be operated simultaneously.

DATA DEMOCRACY

Webtrekk Data Streams allow organizations to implement true Data Democracy. The content of each stream can be prefiltered to include only data most relevant to the individual needs of the recipient, such as the streaming of unfiltered raw data for BI or campaign and cost data for Marketing. All decisions can be made from a single source of truth.

TRULY INDEPENDENT CUSTOMER ANALYTICS

Webtrekk is one of the market-leading customer intelligence platforms in Europe, allowing companies to connect, analyze and activate user and marketing data across all devices. Their proven first-party data solutions help customers reach maximum data depth. Webtrekk guarantees the highest data protection standards, is TÜV certified, and stores its data on servers in

the European Union. Webtrekk is based in Berlin, with additional offices in Italy, Spain, United Kingdom, France, Poland and the United States. Webtrekk is trusted by more than 3.000 customers including FlixBus, Telekom, ING, and Esprit. Webtrekk has been a company of the marketing technology service provider Mapp since 2019. Learn more at www.webtrekk.com.



89
BILLION

Server calls per month

€ 7,8
BILLION

Customer-side generated eCommerce revenue



7 OF
THE TOP 15

German eCommerce companies work with Webtrekk



7 OF
THE TOP 25

Banks in Europe trust Webtrekk



9
OFFICES

Around the world



1.350
SERVERS

For a high-performance infrastructure

Industry-leading companies from 32 countries trust Webtrekk:



Volkswagen



PORSCHE

BOSS
HUGO BOSS



ESPRIT

DOUGLAS

DIE ZEIT

Request a Demo: webtrekk.com/demo

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