



Raw data export in real time: Flaconi takes off with Data Streams from Webtrekk

Berlin, August 27, 2019 – Online beauty destination Flaconi has adopted Data Streams from Webtrekk, one of Europe’s market leaders for customer intelligence and marketing analytics software. Data Streams enables Flaconi to process its raw data in real time rather than in conventional batches, as was previously the case. The leading online beauty platform will use Webtrekk Data Streams to transfer key online shop parameters such as the product detail pages viewed and page URLs to its own real-time analytics systems and to send to the marketing tools for effective, real-time control of marketing budgets – enriched with corresponding Webtrekk predictions.

Flaconi counts as one of Germany’s leading online perfumeries. Its extensive portfolio consists of more than 700 international brands and 45,000 products in the fields of perfume, skin care, make-up, hair care and natural cosmetics. The online shop has received numerous awards.

“Choosing Data Streams for our architecture was an easy decision. Today, state-of-the-art online business is highly data-driven and requires action in real time. Our vision is to be in a position to provide our customers with an individual user experience on the basis of analytics and machine learning, and to achieve optimal automated marketing control – which is made possible by delivering data in real-time streams,” explains Martin Nguyen, Director Business Intelligence & Analytics at Flaconi.

Webtrekk Data Streams enables the collection, processing and streaming of data in real time and is therefore a cornerstone of agile data and analytics architectures. It provides the necessary infrastructure to establish enterprise-wide data processing procedures on one central application and effective unification. The Webtrekk technology innovation supports companies in managing digital business models through a constant, consolidated stream of data. As a result, batch processing, i.e. the intermittent export of data at regular intervals, has now been relegated to a thing of the past.

About Webtrekk

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. Its headquarters are located in Berlin, with additional offices in Italy and Spain. Webtrekk is trusted by more than 400 customers including FlixBus, Porsche Holding, ING, and MyToys. Webtrekk has been a Mapp company since 2019. Learn more at www.webtrekk.com.

Press contacts:

flaconi

PR Agency: schoesslers GmbH

Johanna Czorny

+49 30 555 73 05 12 | +49 151 12 17 26 13

johanna.czorny@schoesslers.com

www.schoesslers.com

Webtrekk GmbH

Harald Oberhofer

+49 30 755 415 120

harald.oberhofer@webtrekk.com

www.webtrekk.com

Webtrekk
a mapp company