exaudi
THE NEODATA DMP

A 30%

D 45%

B 61%

C 74%

Listen. Discern. Accomplish.

Whatever the nature of your business,
your ultimate goal is to **engage audiences in a profitable relationship.**

Digital Management Platform

A DMP is a powerful analysis engine allowing you to collect, combine and use data coming from diverse data sources, which you don't normally leverage.

Why a DMP?

- To optimize digital advertising trading in RTB and programmatic:
  - Creating target segments exploiting data coming from heterogeneous data sources
  - Reaching target segments through multiple DSPs

- To analyse user profiles, driving insights that inform your business strategy
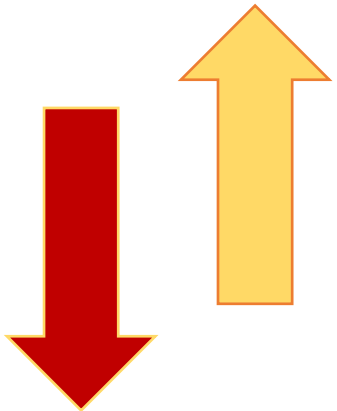
Digital Management Platform

Why a proprietary DMP?

In addition to your own data, exaudi can integrate data coming from any second and third party source to expand your audience.

If you use external DMPs you allow your competitors to buy information about your users, which you have financed through the media campaigns you've paid for.
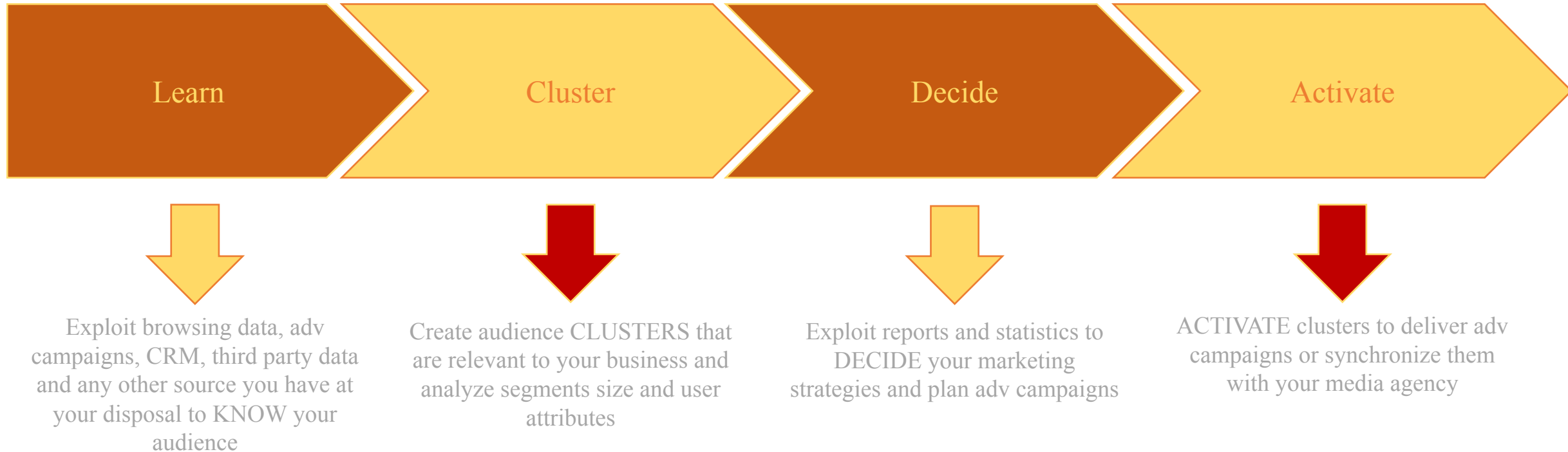
Digital Management Platform

Alta Scalabilità

Basso costo di ingresso

Exaudi is Neodata Group's DMP, fully made in-house

- It stems from a ten-year experience and it deploys native Big Data technologies

- Dedicated to **brands** looking for **profitable audiences to target**, Exaudi is an **affordable**, powerful yet user-friendly DMP solution

- It can be **activated quickly** and it can **grow** with your business

Digital Management Platform
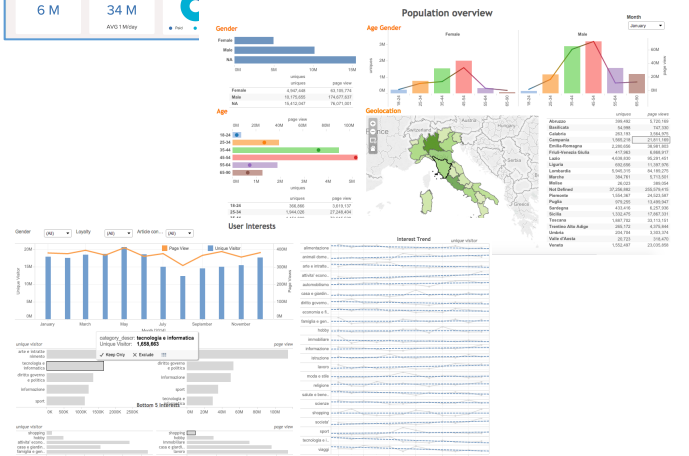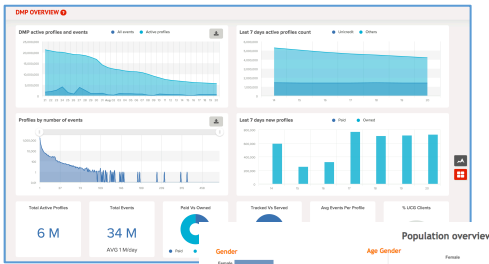
Learn, Cluster…

TAG MANAGER

Exaudi is equipped with an integrated **TAG Manager** which you can use to create tags **autonomously.** You can track your **websites, advertising campaigns** (both impressions and clicks) and **any call to action** that is relevant to you.

ARTIFICIAL INTELLIGENCE

Exaudi's heart is an **Artificial Intelligence engine** that **profiles** users inferring characteristics that are useful for targeting, such as age, gender and interest categories, starting from their navigation patterns. So you have additional information at your disposal to **generate profitable target segments**.

Digital Management Platform

…Decide, Activate

USER INTERFACE AND REPORTS

Exaudi provides an easy to use, yet powerful **User Interface** which helps you make the right **business decisions** and share them. It is equipped with a number of standard **reports** and you can ask us to integrate custom reports, too.
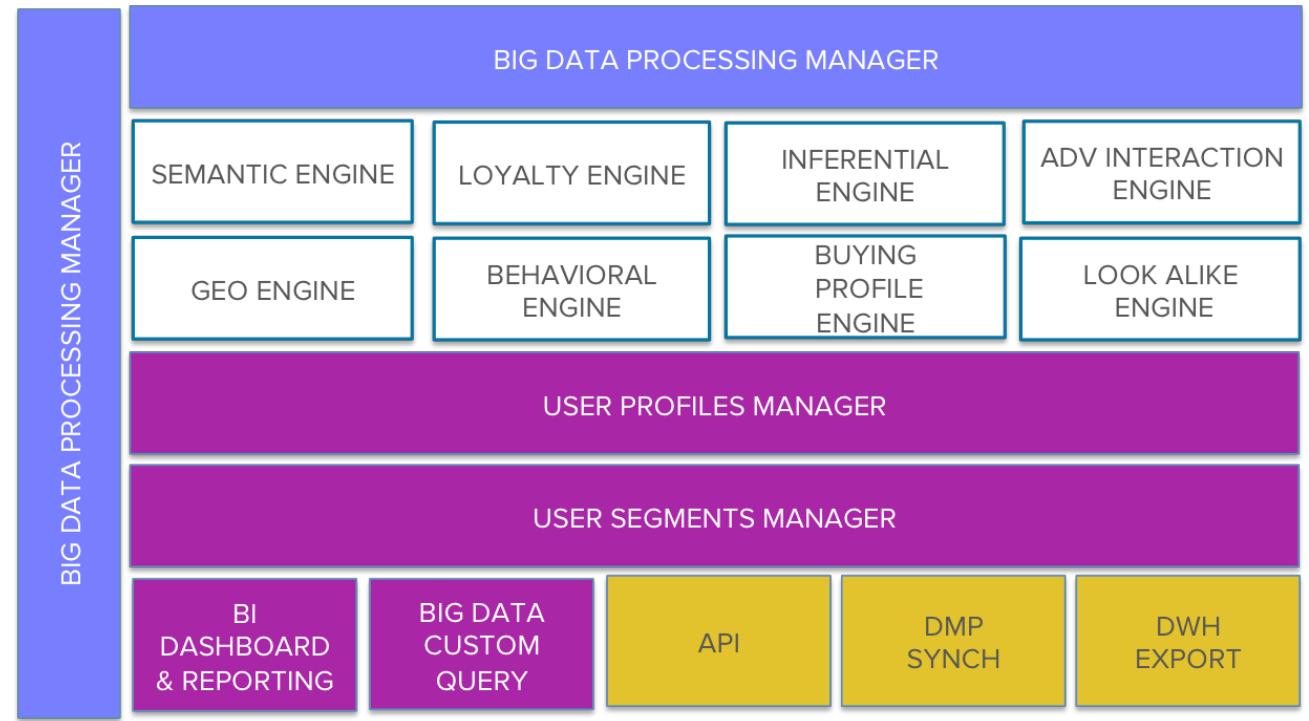
COOKIES ACTIVATION

Exaudi allows you to activate the clusters you have created building your own rules, so that you can target them through your marketing campaigns.

Digital Management Platform

Platform Architecture

SCALABILITY AND EFFICIENCY

Exaudi's architecture allows you to start with a lower cost and grow the platform together with your business. Costs are always proportional to the use you make of it.

BIG DATA PROCESSING MANAGER			
BIG DATA PROCESSING MANAGER			

BIG DATA PROCESSING MANAGER

SEMANTIC ENGINE	LOYALTY ENGINE	INFERENTIAL ENGINE	ADV INTERACTION ENGINE
GEO ENGINE	BEHAVIORAL ENGINE	BUYING PROFILE ENGINE	LOOK ALIKE ENGINE

USER PROFILES MANAGER

USER SEGMENTS MANAGER

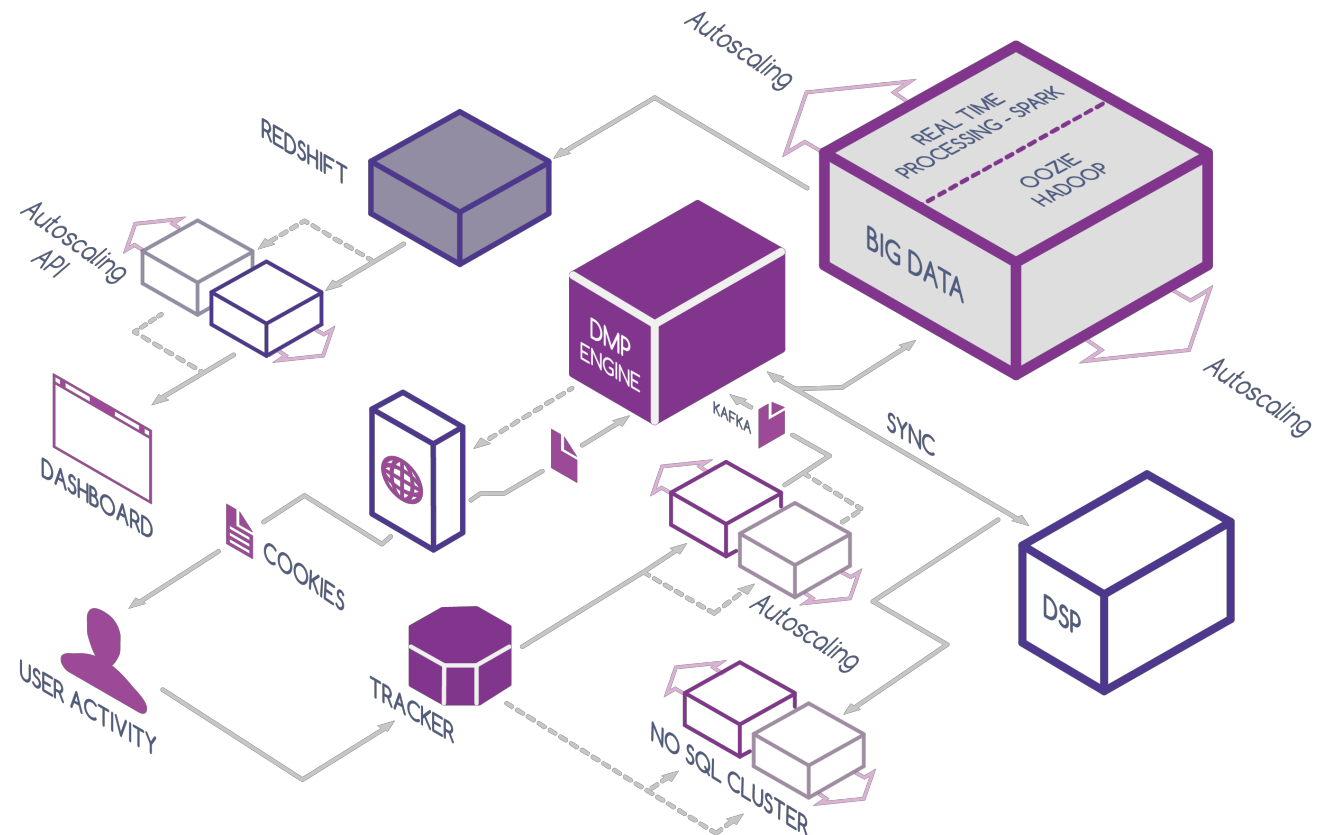| BI DASHBOARD & REPORTING	BIG DATA CUSTOM QUERY	API	DMP SYNCH	DWH EXPORT

Digital Management Platform

Maximum efficiency

SAVE SPACE, ENERGY AND COSTS

Every single component of our platform is designed to be scalable, to handle complexity efficiently, saving energy and costs. Metrics take into account sudden traffic variations (peaks) and predictive analysis (day/night forecasts). The system is redundant, to avoid single points of failure, and monitored: metrics collected from each component are continuously analyzed for optimization.

Digital Management Platform

Why choose Exaudi?

CELEBRATING 10 Years of Service

Reliability
Neodata is a leader of Big Data applications for advertising and audience analysis and it works with major Italian brands.

Price and Scalability
A low entry price for one of the best technologies available in the market and you can expand the platform as you expand your business.

Data ownership
Audience knowledge is an asset to your business and you should be able to protect them from competitors.

Integration
Exaudi can be integrated with any DSP/SSP, media agencies and third party data providers

Professional Advice
Neodata also provides professional advice for technical developments and personalizations as well as marketing, so that you can exploit the platform fully.
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Rai Pubblicità

MEDIASET PREMIUM

sky   A. MANZONI & C. S.p.A.   RCS MEDIAGROUP

UniCredit   Barilla The Italian Food Company. Since 1877.

PIRELLI   turbo PROGRAMMATIC ADVERTISING

OmnicomMediaGroup

OMP phd   … e tanti altri

Grazie!

Prenota la tua demo al più presto!

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