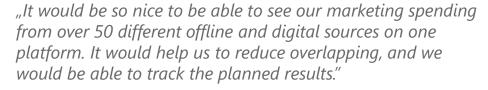
MIR.CRANE

Saving time and money on marketing!

Optimize, monitor all marketing spending.



Marketing Intelligence Resource, MIR is a single platform for monitoring and optimizing all marketing spending. The data is collected automaticly via Azure Cloud and visualized in stunning custom PowerBI solution. It saves a lot of time and money for enterprises.



Automated marketing data import

- No more spreadsheets, just well managed ETL processes.
- Any marketing platform data can be implemented.
- **Business KPIs** are also included.

Compelling visualization

- All data is visualized in stunning custom PowerBI solution.
- Daily/weekly/yearly/campaign reports are generated automaticly.
- **Drilldown** features, to find the right optimization points.

Identify key points with a glance.

Why use MIR?

- Average 2 days saved in FTE on each marketing campaign
- Over 20% improvement in optimized results in CPM
- Easy planning and tracking, with regional overview
- Monitor offline and digital results together
- Business KPIs can be implemented into marketing monitoring
- Al ready, to up your game
- Scalable Microsoft infrastructure

Al ready

- Harness the power of AI while analyzing your spending.
- Machine learning can find the best possible spending opportunities based on business KPIs.

Use ML to find the right issues to tackle.

Save time on reporting.

"With MIR, we are finally able to leave the guesswork behind when it comes to optimizing our marketing spending." – Dászkál János - Marketing leader - OTP

