MIR.CRANE

Saving time and money on marketing!

Optimize, monitor all marketing spending.

„It would be so nice to be able to see our marketing spending from over 50 different offline and digital sources on one platform. It would help us to reduce overlapping, and we would be able to track the planned results."

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.

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
- AI ready, to up your game
- Scalable Microsoft infrastructure

Automated marketing data import

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

Save time on reporting.

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.

AI 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.

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

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