

Turn the Unknown to Scalable ROI Growth.

Discover SmartDX, a standalone cookie-independent solution that turns the unknown into opportunities. With a solid foundation of unknown-known audience identity resolution through identity graphs, know your customers better, and access ROI attribution at scale.

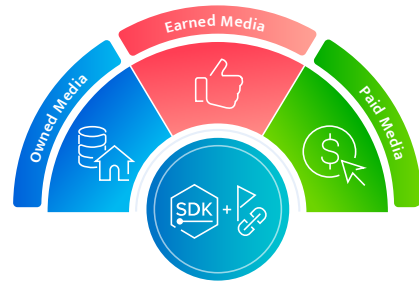
Not Just Any URL: Boost ROI through Relevant Engagement

Powered by next-gen edge & serverless technology, supported by the WebAssembly framework, SmartDX minimizes any lag in your customer journeys—optimizing every communication to accelerate conversion.

What is in this Solution?

SmartDX is designed around the Smart Duo, which consists of:

- **Smart Link:** a deferred deep link that can be used across owned, earned, and paid media channels
- **One-line SDK:** a proprietary short code that can be easily embedded in webpages, mobile apps, and chatbots



The Impact SmartDX Brings



Identify and attribute at the individual level

Can you separate unknown from known visitors? Do you know each individual's identity? What about their journey to conversion and ROI impact? Unlock it all with SmartDX.



Tailor customer engagement at scale

Personalize customer journeys across mobile apps and webpages. Accelerate growth with precisely triggered offers and communications—always delivered at just the right time.



Access real-time insights

The SmartDX offers a more efficient, and powerful alternative to URL shorteners and pixels, leaving a smaller footprint with no maintenance needed. This allows you to explore detailed reporting on audiences, customer journeys, attribution, campaign performances, and much more.

More Features for Superior Performance

SmartDX also includes other powerful features to improve digital engagement.



Seamlessly retarget on social media

By connecting social media pixels and the one-line SDK, you can trigger retargeting based on data from different social platforms.



Create effective web and mobile app notifications

SmartDX's user-friendly drag-and-drop builder makes it easy for you to craft, import, and manage diverse notifications.



Supercharge performance with add-on features

Meet more dynamic content creation needs for web and mobile apps through additional capabilities such as the smart form generator and the all-in-one template editor.



Streamline form-based data gathering

Integrate the one-line SDK with your own brand forms to avoid manually collecting gathering valuable customer data.



20%
increase in
leads



15 - 20%
decrease in
CPL



30%
potential increase
in revenue

Know your customers better with SmartDX

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