kudos

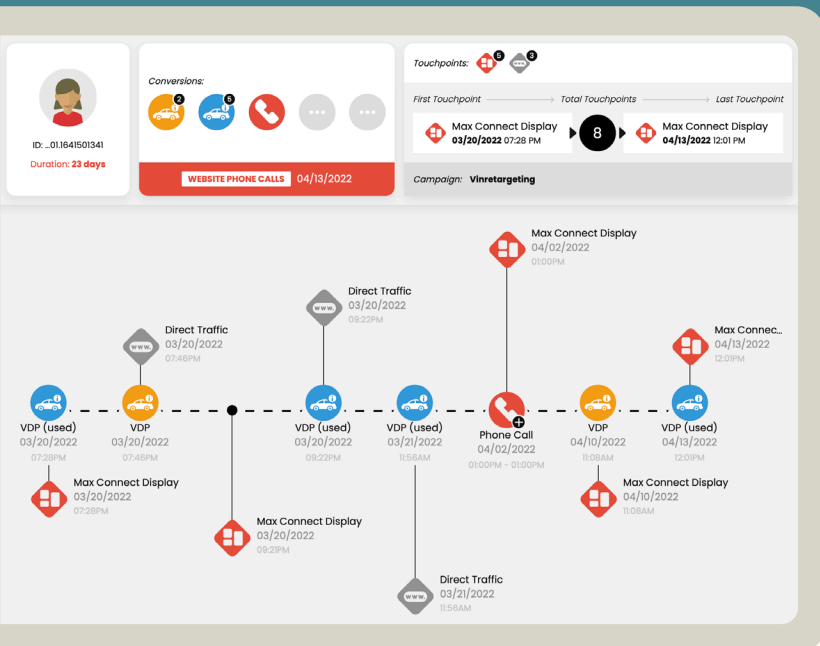## BUILT BY MAX CONNECT DIGITAL

OUR BUSINESS INTELLIGENCE PLATFORM: MADE FOR YOUR GROWTH ACCELERATION

Kudos was built with the goal of giving you better customer insights, and an easier and more effective way to analyze your digital marketing.

This platform was built with the business stakeholders in mind, not the digital marketer.

DELIVERING KEY INSIGHTS

KUDOS SCORE

The Kudos Score is a proprietary performance algorithm that benchmarks your performance against industry peers in real-time. Assess the overall health of your campaigns with a glance and forecast how the score will fluctuate as your digital ecosystem is optimized. In addition to overall performance, view performance breakdowns for each metric and channel.

CONVERSION PATH ANALYSIS

Automated conversion path analysis allows you to understand which touchpoints are most impactful for customer conversion. Discover the average touchpoints per conversion amongst your customer base and make smarter optimization decisions based on the data.
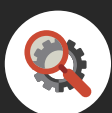
GEOGRAPHICAL ANALYSIS

The geographical analysis feature reveals the lowest performing and top performing regions in respect to your campaigns. Learn which regions require additional attention for improved performance or capitalize on highly receptive geographies for maximizing the potential of your spend.
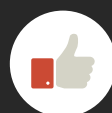
CREATIVE ANALYSIS

With automated creative analysis, uncover which ads are generating the most attention and learn how low-performing ads can be improved. This feature accelerates the learning cycle and allows you to scale spend on ads that are making a measurable difference.

TRAFFIC ANALYSIS

The traffic analysis feature provides a breakdown of traffic per channel, allowing you to easily see which channels have the weightest contribution. It also analyzes the quality of the traffic to help you determine which channels are providing the best return.
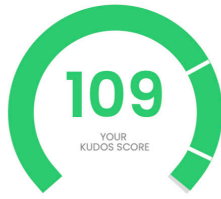
MAX CONNECT IMPACT

With the Max Connect Impact feature, place Max Connect's contributions within scope of your entire digital ecosystem. You'll be able to track the exact events attributable to our efforts (ie. new users, page views, conversions).

DELIVERING PERFORMANCE & TRENDS

DISPLAY

109
YOUR KUDOS SCORE

BENCHMARKS
100
MAX CONNECT

78
INDUSTRY

CHANNEL & METRIC BREAKDOWN

With the Performance tab, get user friendly updates on channel performance, as well as a breakdown of each metric related to that channel. The Kudos Score is utilized to place your brand in perspective of industry peers through campaign performance benchmarking.

PERFORMANCE OVER TIME

Measure performance over time and see how your campaigns evolve relative to weekly, monthly, and yearly comparisons. With a quick glance, you can see where your digital performance is trending and assess areas for improvement.

Performance Trends for Display

Total Impressions
787.1k

S M T W T F S S M T W T F

DELIVERING CONVERSIONS

Customer ID: ...04430

Page Views: 12

13 Touchpoints

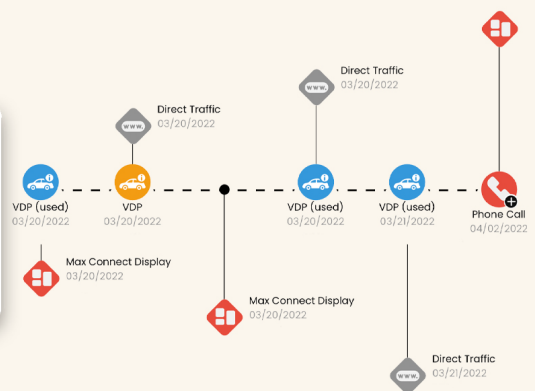Total Time: 00:07:11

VIN RETARGETING CTA

INDIVIDUAL CUSTOMER PROFILES

Kudos anonymously tracks every user that visits your website and records their activity to individual profiles. These profiles collect data about their on-site and off-site processes that keep them coming back to your website. Individual profiles are easily accessible for review and can be cumulatively analyzed to reveal current consumer behavior or predict evolving trends.

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ID: ...01.1641501341
Duration: **23 days**

Direct Traffic
03/20/2022

Direct Traffic
03/20/2022

VDP (used)
03/20/2022

VDP
03/20/2022

VDP (used)
03/20/2022

VDP (used)
03/21/2022

Phone Call
04/02/2022

Max Connect Display
03/20/2022

Max Connect Display
03/20/2022

Direct Traffic
03/21/2022

MAPPABLE CUSTOMER JOURNEYS

Every customer journey is visually mapped and linked to their respective profiles. From their first interaction to their latest conversion, every detail about their journey is explorable with a timeline interface. Conversion events can be clicked to reveal additional details about the consumer behavior. For example, you might discover that a customer searched for a competitor product, but instead landed on your website thanks to a strategically placed search ad. After a few direct visits to your website to study your offerings, the customer finally converts. Yet, the link between these events would've been unknown without the help of Kudos.

REQUEST A DEMO
trykudos.com

maxconnect.com

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DIGITAL