



# incuda Active Data Pipelines

connect to the world of Quality Data.

## Our Market

For retail companies aiming to thrive, incuda provides **BI platform and business expertise**, to go from data insights to full governance of strategy, tactics and operations.

## Our Vision

In a fast-paced consumer world, where every change can produce spiral effect, incuda helps to make a **better decision** every day.

## Our Mission

We are committed to be the fastest enabler of change from traditional to data-driven business. We take you to the **next level of Data Intelligence** and empower you to stay focused on your Business by handling the technical side of BI.



incuda: one better decision every day

# Fast & Agile integration with our Data Pipelines

## Marketing



bing, Google, affiliate by CONVERSANT, zanox, criteo, facebook, SOQUERO Online Marketing, ADITION technologies AG, sociomantic from dunhumby, doubleclick by Google, YAHOO!, xplosion interactive, affilinet, adform, ChannelPilot SOLUTIONS, Tradedoubler

## Campaigns & CRM



epm, GPREDICTIVE, intelliAd, TEALIUM, ORACLE MARKETING CLOUD, responsys, selligent, emarsys, artegic, CrossEngage

## Channels



econda, PIWIK, DWD, Webtrekk Drive Your Profit., Google Analytics, spoteffects, SNOWPLOW, GfK, arvato BERTELSMANN, XAD, agf Arbeitsgemeinschaft Fernsehorschung, mufin

## internal systems



hybris software An SAP Company, Magento, Microsoft Dynamics, Java JDBC, OTRS



**With our plug-and-play approach, save time & cost to access your data.**



Actindo	Shop / Backend Systems	Hybris	Shop / Backend Systems
Adform	Display Marketing	intelliAd	Price Search and Portals
Adition	Display Marketing	ladenzeile	Price Search and Portals
Adobe Analytics	Webtracking Tools and Providers	Magento	Shop / Backend Systems
Advolution	Other Extractors	MailChimp	Email Marketing
Affilinet / AWIN	Affiliate Marketing	Maileon	Email Marketing
Artegit Elaine	Email Marketing	Matelso	Other Extractors
Arvato FIAS	Bookkeeping Services	moebel.de	Product feed
AWIN	Affiliate Marketing	Moeve	Shop / Backend Systems
billiger.de	Price Search and Portals	Navision	Shop / Backend Systems
Bing Ads	Search Engine Marketing	OTRS	CRM and Customer Care Systems
blueSummit / Soquero	Price Search and Portals	OXID	Shop / Backend Systems
bonial	Display Marketing	Performance Media	Display Marketing
Channelpilot	Product Search	Piwik	Webtracking Tools and Providers
Commission Junction	Affiliate Marketing	Responsys	Email Marketing
Corporate Benefits	Affiliate	RTB House	Retargeting
Criteo	Retargeting	RetailAds	Display Marketing
DHL Parcel tracking	Logistics	Selligent	Email Marketing
Doubleclick	Retargeting	Shopping24	Price Search and Portals
DWD Wetterdaten	Weather data	SnowPlow	Webtracking Tools and Providers
ECB Currency Conversion	Other Extractors	Sociomantic	Display Marketing
Econda	Webtracking Tools and Providers	spoteffects	Other Extractors
Emarsys	Email Marketing	stylelounge	Price Search and Portals
episerver / Optivo	Email Marketing	Tealium	Marketing hub
Facebook Ads	Social Network Advertising	TradeDoubler	Affiliate Marketing
Facebook Pages	Social Network Advertising	TradeTracker	Affiliate Marketing
funnel IO	Metaconnector to 100+ data sources	Webtrekk	Webtracking Tools and Providers
Google Adwords	Search Engine Marketing	XAD	TV data
Google Alerts	Search Engine Marketing	xplosion	Retargeting
Google Analytics Premium	Webtracking Tools and Providers	Zanox / AWIN	Affiliate Marketing
Gpredictive	Customer Response & Value Scoring	Zendesk	CRM and Customer Care Systems
		Zoho	CRM and Customer Care Systems

Full list: [https://portal.incuda.com/redmine/projects/incuda-bi-wiki/wiki/List\\_of\\_extractors](https://portal.incuda.com/redmine/projects/incuda-bi-wiki/wiki/List_of_extractors)



## Marketing

- Responsys Customer Attributes
- Bidding Datafeeds für PSM & Display
- Call Center Kontaktgründe
- Kenshoo
- Tealium



## After sales

- Suspected Fraud
- DHL Tracking
- Absortierung
- Returns Management



## Others

- Google Conversion & Net Revenue Upload
- Responsys Email Feed
- Webshop article online Prüfung
- Artikel Ranking
- Article attributes images
- DHL Tracking
- Customer Service Kontaktgründe
- Return management
- Suspected Fraud
- Tealium Audience Stream
- Responsys Customer attributes
- Kenshoo
- Logistik-Feed Artikel
- Power BI : User Journey & Attribution
- Cross Engage
- Selligent User Profiles
- Gpredictive
- PSM = Soquero oder ProductsUp?



## Sales channel webshop

- Articles Online
- Out of Stock
- Back in Stock Alerts
- Article Ranking



## Compliance & Datenschutz

- Responsys Anonymisierung
- CRM Anonymisierung
- Permissions

**Advertising campaigns**

CM-43: Overview to past and upcoming advertising campaigns: click-ins, CTR (

client: Redster

marketing cost		26				
		Samstag	Sonntag	Montag	Dienstag	Mittwoch
mp type	marketing partner	01.07	02.07	03.07	04.07	05.07
Ad partner	Direkt-Kooperation	132 €	132 €	132 €	132 €	132 €
	Zanox	175 €	271 €	252 €	158 €	101 €
E-Mail	Weekly Newsletter	10 €	10 €	10 €	10 €	10 €
	Google PLA	601 €	482 €	771 €	658 €	558 €
Price Search	Soquero	1.101 €	1.086 €	1.065 €	660 €	659 €
	billiger.de	75 €	79 €	64 €	65 €	48 €
Print	Kölnner Rundschau		17 €			
	Rheinische Post					
	Süddeutsche Zeitung					
	Tagesspiegel					
Radio	Berlin Radio					
	Das Landradio					
	München Charivari					
Retargeting	Criteo	224 €	169 €	180 €	163 €	125 €
	Google Retargeting	132 €	247 €	420 €	333 €	226 €
SEM/SEA	Bing	48 €	40 €	46 €	36 €	35 €
	Google Brand	2.021 €	1.956 €	2.358 €	2.064 €	1.702 €
SEO	Google Non-branded	519 €	486 €	564 €	467 €	376 €
	SEO	337 €	337 €	337 €	337 €	337 €
Social	Facebook	72 €	66 €	81 €	67 €	54 €
	p.Interest					
TV	Kabel 1	2.776 €	5.802 €	3.401 €	3.411 €	5.665 €
	ProSieben	1.024 €	1.007 €	4.125 €		
	SAT.1	11.557 €	13.925 €	11.416 €	4.485 €	3.076 €
	Stx	11.078 €	4.648 €	4.122 €	2.894 €	2.992 €
Gesamtsumme		31.882 €	30.771 €	29.343 €	15.940 €	16.095 €

Covers all campaigns & user interactions in a single calendar.

- online marketing, email, TV, mailings & catalogs
- ATL: radio, out-of-home, newspapers, magazines
- third-party social data, e.g. Facebook traffic
- including indirect cost, e.g. Agency commissions, media cost

This provides the cost data for cross-channel performance & profit calculation in journeys.

- Campaign meta data, all hierarchy levels
- Campaigns & cost models (cpm, cpc, cpo, cpl).

**Typical Case: automated central Marketing Monitor, with daily campaigns and cost.**

Legal requirements and company policies regarding data security, data privacy, and marketing permissions are supported by dedicated building blocks.

Example: German DSGVO (German text):

## Datenhaltung

- Personenbezogene Daten sind in einer Tabelle konzentriert
- User-Daten werden wahlweise pseudonym, als Klartext oder anonym gespeichert
- Festlegung des Zugriffslevels je User
- Hosting in DE

## Zugriff

- Standardzugriff nur auf Pseudonyme, mit Ausnahme von Exporten
- Separater Zugriffslayer für Klartextfelder für z.B. Kundenservice bzw. Betrugsabteilung

## Marketing Permissions

- Flexible Anzahl von Permissions
- Permissions werden auf Kundenebene und je Kontaktart gespeichert
- Volle Historisierung der Stati (Revisions-sicher)
- Separate Statusliste für Service Subscriptions (z.B. Newsletter)

## Meldepflichten

- Auskunftsbericht zu gespeicherten Daten
- Löschen und Sperren von personenbezogenen Daten
- Validierungsbericht für Berechtigungs-Mix bei Master-User Konsolidierung

incuda Wiki  
New to incuda and not sure where to start? This quick guide will help you get started on what to do.

**WHAT'S NEW?**

**PRODUCT ARCHITECTURE**

Data Model	Dimension tables, Core Layer data model, Presentation Layer data model, B2B data model, Data inte
Business Objects	Incuda Overview, What is User and User Data?, What is a Contact?, What is User Journey?
360o Multichannel Model	What is BlackBox?, Why do we need BlackBox?, What is User Consolidation?
Data Quality	Data Quality reports, Watchdog Alerts
Marketing Partner	What is Marketing Partner?
Metrics Glossary	Glossary for Database views, Glossary for Reports

**BI TOOLS & SERVICES**

Yellowfin University	What is Yellowfin?, List of reports, Guide to reach reports, Multi channel marketing and Financial co
How To ?	Subscription to Yellowfin reports
Yellowfin Demo	Yellowfin Demo for Incuda BI
Power BI	What is Power BI?, Multi-channel marketing and Financial cubes on Power BI
Tableau	What is Tableau?, Installation Guide, Financial and Multi-channel marketing Cube
User Activity Scores (RFM)	Recency-Frequency-Monetary value
MDM Master Data Management	Master Data Management
Request Management	Customer support/Redmine Ticketing system
Quick Links	Links to incuda systems, Digital Marketing

**INCUDA BI - USER GUIDE**

User Guide I	Incuda BI - User Guide I - Users, Marketing & Sales 20190619.pdf
User Guide VI	Incuda BI - User Guide VI - Data Packs 20191619.pdf
User Guide VII	Incuda BI - User Guide VII - Tuning 20190619.pdf
User Guide VIII	Incuda BI - User Guide VIII - Request Management 20190619.pdf
User Guide X	Incuda BI - User Guide X - M S Power BI 20190619.pdf
User Guide XII	Incuda BI - User Guide XII - TV Matching 20190619.pdf
User Guide XX	User Guide XXI - Installation Guide - Exasol for M S PowerBI .pdf, Vector/Usee.pdf
User Guide XXII	Incuda BI - User Guide XXII - OLAP with M S Excel 20190619.pdf

**TECHNICAL CONFIGURATION**

Extractors	List of extractors, Configurations of Extractors
Access to database	JDBC

Knowledge documents include:

- User Guides & Online WIKI
- Onsite training program: custom training programs targeted to your need
- Onboarding for new team members
- Pre-built data model, YF Views / Cubes & Reports, Glossaries
- automated Online documentation of data model, cubes, reports (structure + glossary)

Data management tools:

- Metadata Management MDM to capture plan figures, marketing cost, dimension data
- Request Management

**Typical case: growing the data culture inside the company, for analysts and business users. Educating internal BI team and analysts.**



do you want to data-drive?

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