

# iCreate

An Advanced SaaS platform that knows how to monitor all identified and anonymous users, and enables personalization, interaction, smart media remarketing and improving the customer experience in all of the organization's digital assets.



# iCreate • ONE

**01**  Data monitoring

**02**  Segmenting

**03**  Personalization





# iCreate • Siteboard

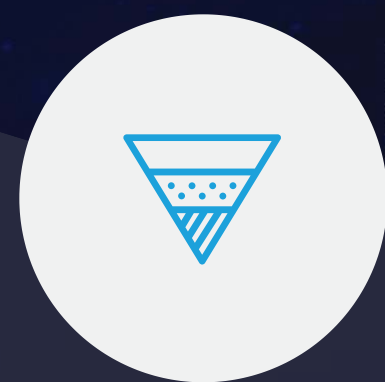
The place where your analytics and sales meet

# What our siteboard can do for you



## Monitoring data real time

A complete picture of all the types and duration of operations carried out in your digital assets in real time, together with a connection to the company's systems (CRM, ERP, cash registers, etc.). Our siteboard allows you to get a complete view on your marketing data.



## Conversions

A view of conversion data from all channels, media and other systems, allows you to get a broad and accurate snapshot of conversion types, new vs. returning visitors, division by platform, device types, and more.



## Comparing campaigns and trends

Allows comparisons to be made between campaigns, dates, brands and more



## Smarter insights

Data and conversions from all channels and platforms, whether actions on the digital assets or offline actions, allow you to get deeper and smarter insights and thus improve ROI.



## Attribution report

The system identifies and displays all the successful routes that resulted in conversion and recommends in which channels to invest more and in which ones to invest less, thereby working to improve ROI

# iCreate • ONE

01



Data monitoring

02



Segmenting

03



Personalization



- Returning visitors
- Customers who purchased in last 30 days
- Shopping cart abandonment
- Landing page leads
- Opened marketing email
- Returning visitors in last 30 days
- Meetings in branch

Created	Last updated	Status	Segment strength	known users	Anonymous users
17/03/2022	16/06/2022 13:07	Active	↑ 3	953	1,937
09/04/2022	25/09/2022 23:36	Active		1,395	3,956
27/06/2022	09/09/2022 09:49	Active	↑ 9	13,097	15,936
06/09/2021	12/12/2021 13:30	Disabled		3,275	5,967
01/01/2022	30/03/2022 19:24	Active		872	10,755
06/11/2022	01/12/2022 11:01	Active	↑ 1	8,452	12,942
19/03/2022	06/11/2022 16:04	Active	↑ 4	12,864	17,953
07/08/2022	17/11/2022 08:45	Active	↑ 7	5,926	7,028
26/01/2021	12/12/2021 13:30	Disabled	↑ 5	448	682
07/04/2022	09/12/2022 14:57	Active	↑ 10	6,105	9,002
12/11/2022	04/12/2022 15:09	Active	↑ 6	4,209	8,346
07/06/2022	24/10/2022 06:25	Active	↑ 6	11,836	14,354
06/09/2021	12/12/2021 13:30	Disabled		3,275	5,967
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# iCreate • Segment tool

The power to create your own crowd

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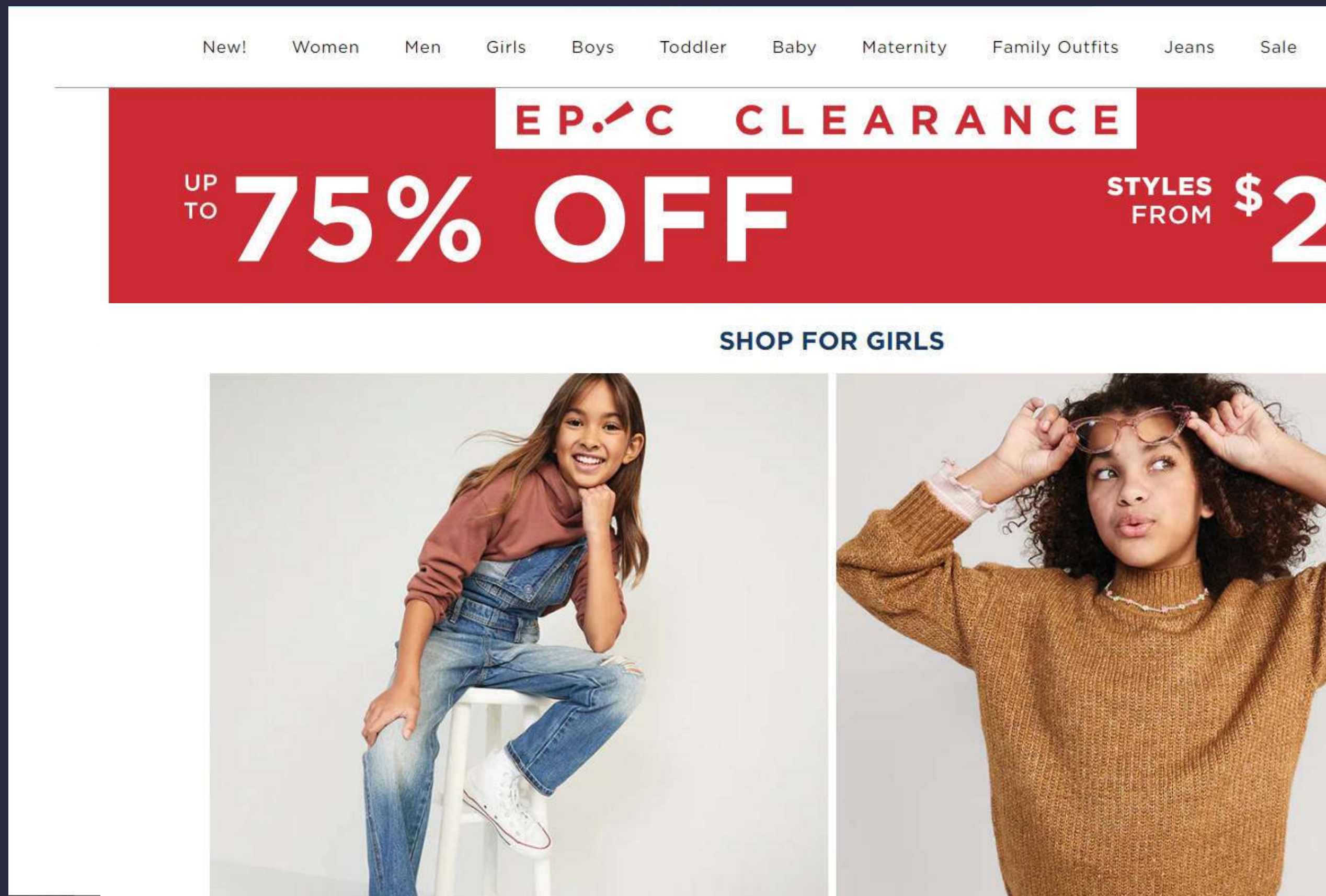
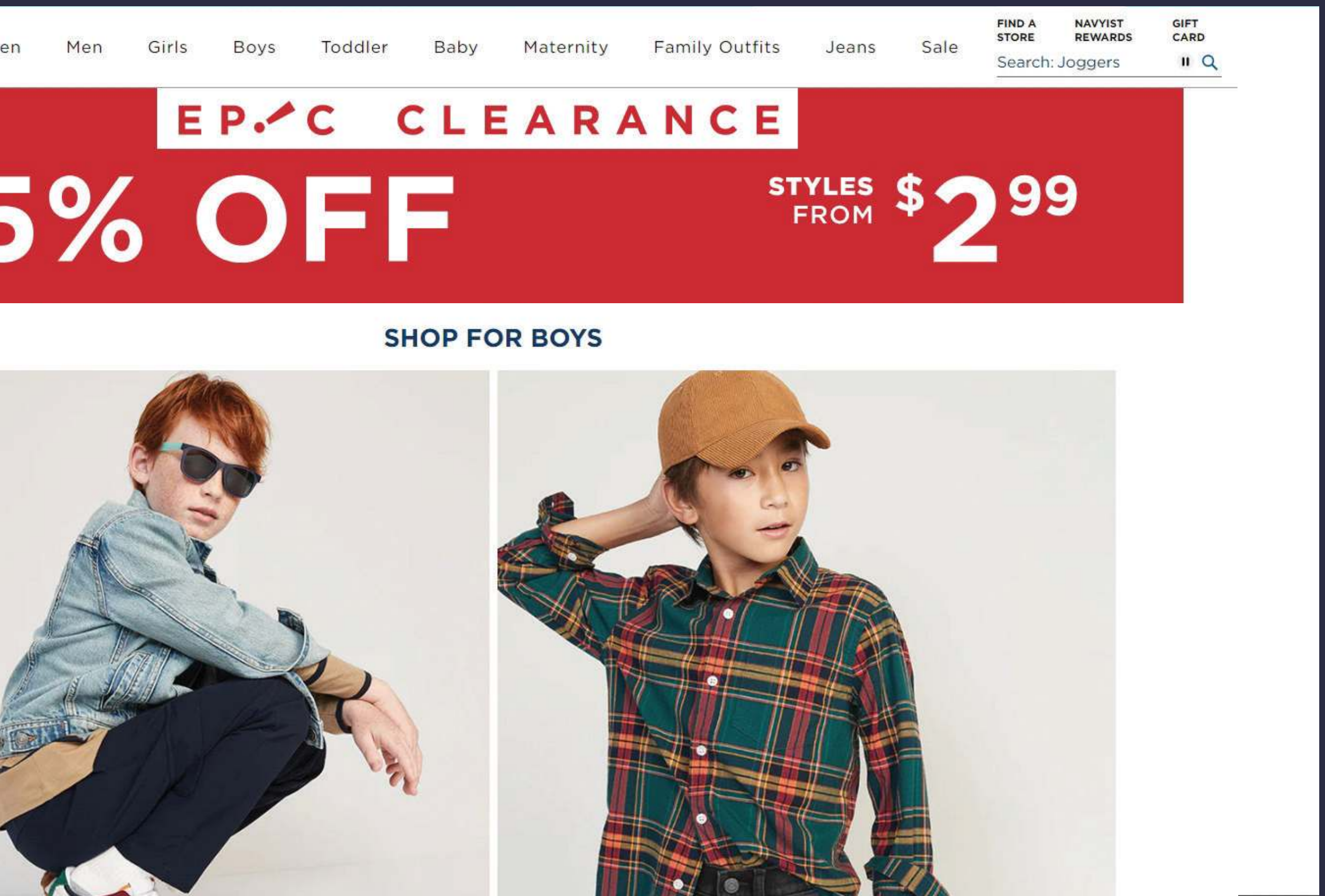
Changing an in-line creative real time

Smart media remarketing

Personal customer journey



# iCreate • Editor





# iCreate • ONE

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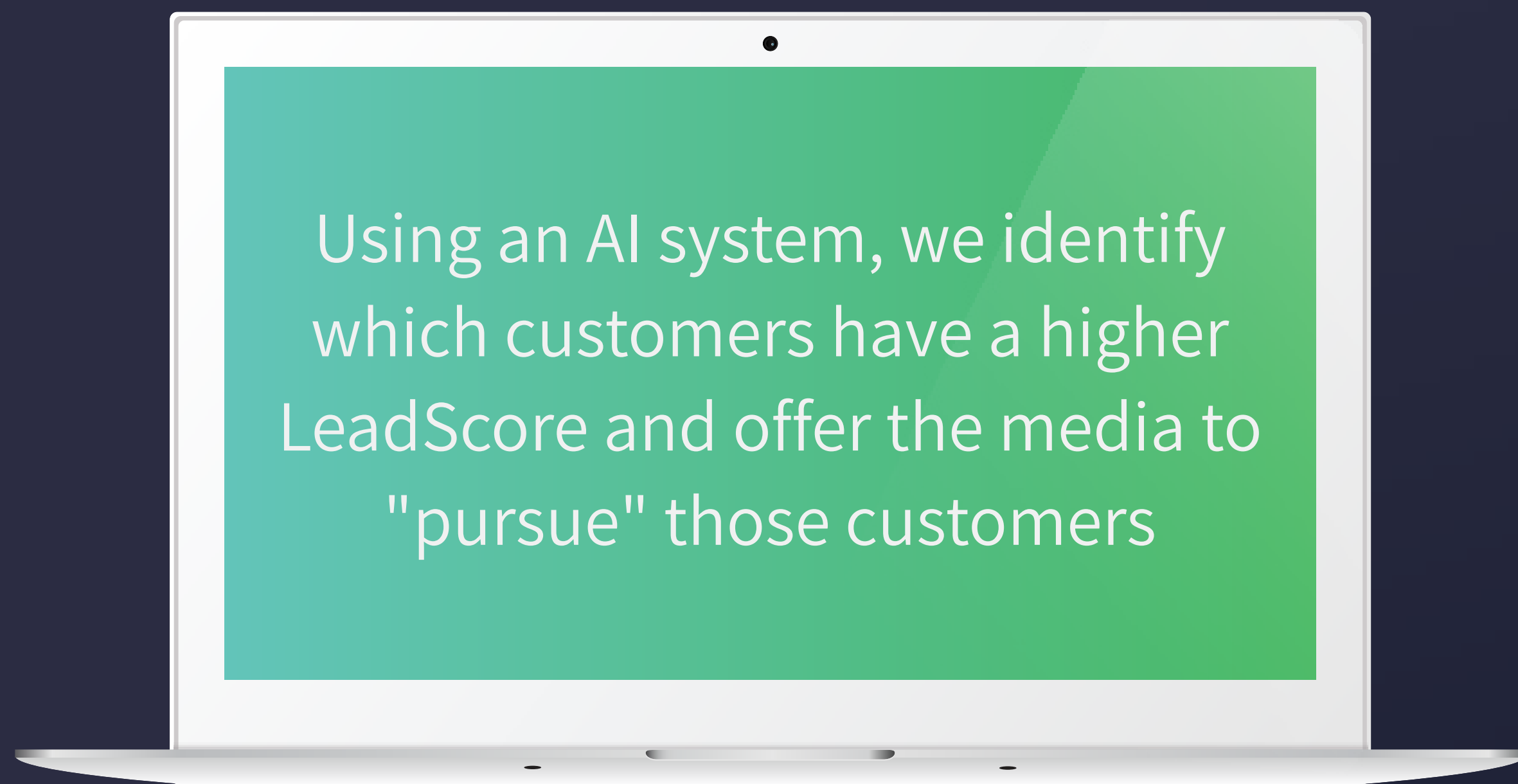
Changing an in-line creative real time

Smart media remarketing

Personal customer journey



## iCreate • Smart Remarketing



Using an AI system, we identify which customers have a higher LeadScore and offer the media to "pursue" those customers

Improvement in the various media expenses - up to 50% more conversions

Improvement in ROAS up to 300%

Up to 30% improvement in CPA

Improving the user experience

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# iCreate • Personal Customer Journey

## Email marketing



**JAGUAR**

**THE 2023 COLLECTION**

**GOING ELECTRIC WITH JAGUAR**  
Experience Jaguar's world of electrifying performance.

**PERFORMANCE FROM RACE TO ROAD**

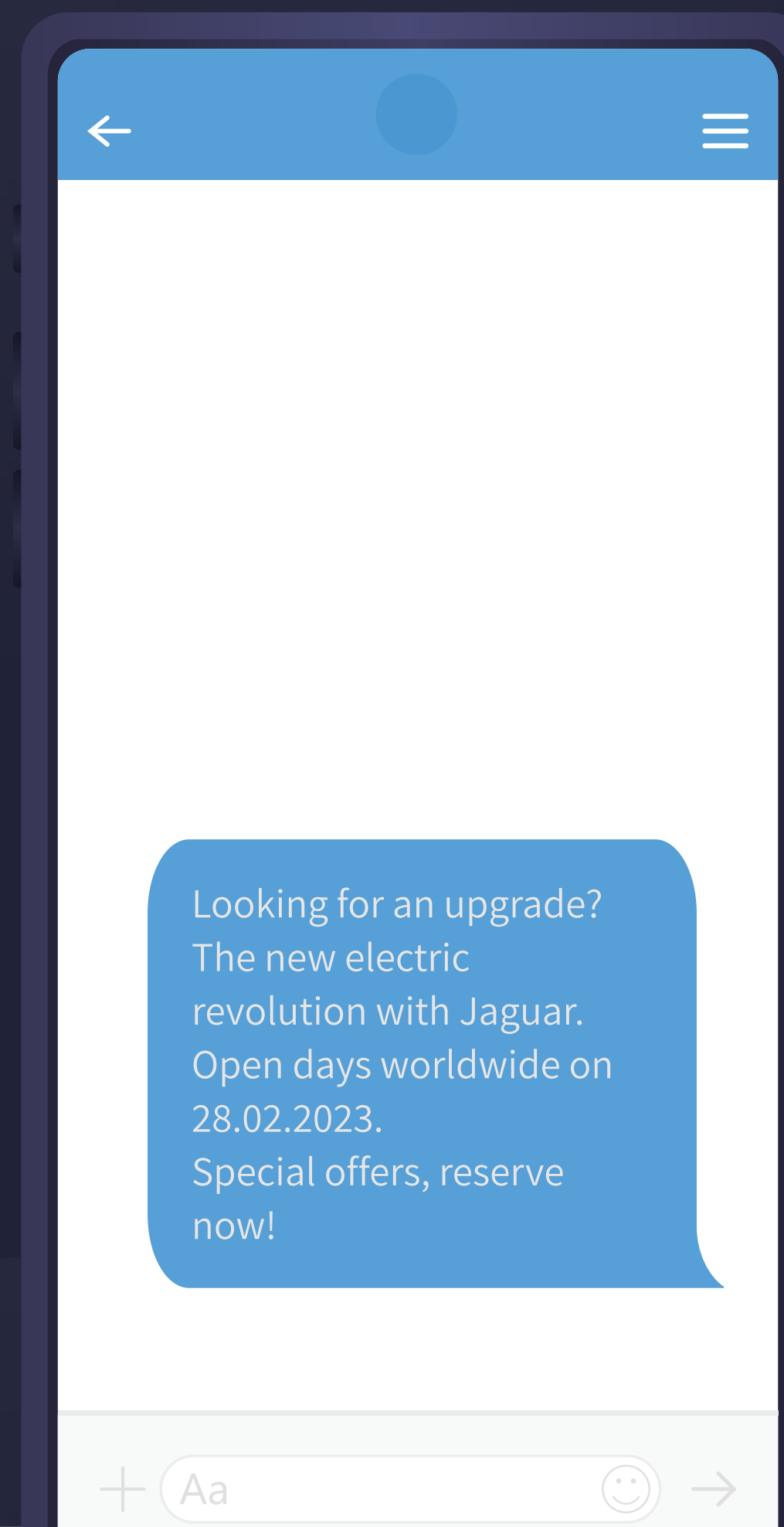
By embracing the lessons learnt from our electric racing series, our first all-electric performance SUV, Jaguar I-PACE, is able to take you from 0-100km/h in 2,8 seconds (0-60mph in 2,2 seconds). And it does so in near-silence and with zero tailpipe emissions.



**SHAPING A SUSTAINABLE, SMARTER FUTURE**

Since 1935, we have pushed the boundaries of what's possible. Electric doesn't change this. In

## Personal messaging



← ○ ≡

Looking for an upgrade?  
The new electric revolution with Jaguar.  
Open days worldwide on 28.02.2023.  
Special offers, reserve now!

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