tadpull

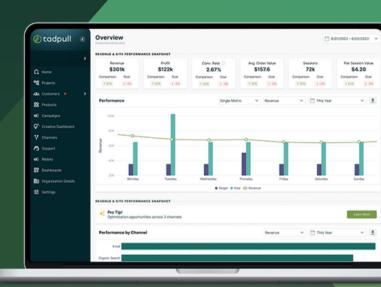# ECOMMERCE DATA POND

Turn your data into dollars. Leverage unified customer, campaign, and inventory data to accelerate ecommerce growth.

TADPULL'S ECOMMERCE DATA POND

- Customer Loyalty & NPS
- SEO Insights
- Email / SMS Campaigns
- Inventory Decisions
- Paid Ads
- Customer Segments
- Website Merchandising

UNCOVER THE PROFIT HIDING IN YOUR DATA

Our clients enjoy consistent returns by leveraging our data science-driven Ecommerce Data Pond software. It enables brands to:

- ✓ Scale predictably and profitably
- ✓ Increase customer lifetime value
- ✓ Drive promotions off high margin items
- ✓ Leverage AI for efficient customer acquisition and retention
- ✓ Prepare for a cookieless future by building a zero and first-party data moat
- ✓ Access the same AI and predictive analytics tools that big tech firms have at their fingertips

WHY BRANDS CHOOSE THE ECOMMERCE DATA POND

Maximize Customer Lifetime Value

Build powerful segments for targeting your highest value customers with real-time personalization. Pond connects customers with best-fit products using predictive targeting.

Boost Profitability

Make better, faster decisions with Pond as the source of truth to profitably grow your business. Let the power of AI do its magic and surface insights that matter for running a profitable ecommerce business.

Do More With Less

Easily plan and execute sophisticated omni-channel campaigns using powerful first and zero-party data. Our server-side tracking provides attribution you can trust, enabling you to identify the channels driving the most revenue.