TUMRI

Advanced Features

Practical & Actionable Insights

- Creative Recipe
- Message Component
- Product and Offer
- Media Placement/Site
- and more

Flexible Performance Analysis

- Clicks
- CTR
- Engagements
- Engagement rate
- Conversion (different types)
- Conversion rate

Easy to Use, Self Service Reporting

Dynamic Insight

Advanced real time analytics for dynamic marketing campaigns

Designed specifically for dynamic creative marketing, Dynamic Insight is a cloud-based analytics platform that provides incredibly rich and useful information regarding the specific offers, messages, media placements and creative variations that resonate best with your target audience.

Learn What Works - In Real Time

Learn which products, offers, media placements and message components perform best within each target audience - and why. View exactly how consumers interact with your creative designs. Take this knowledge and apply it to other campaigns - today. Updates are provided hourly.

Full Click Stream Visibility*

Dynamic Insight can track the performance of your media selections, dynamic creative recipes, offers, and post-click responses (landing pages) across multiple channels, using a common attribution model. Dynamic Insight can be configured to integrate with third party DSP and eCommerce solutions to provide full click stream visibility.
(* pixel integration may be required)

Detailed Testing & Optimization Feedback

Dynamic Insight automatically correlates targeting and optimization parameters selected for your Dynamic Messaging campaigns so you can see exactly how your choices impact marketing performance.

Scalable, Cloud Based Platform

Dynamic Insight was designed from the ground up to process enormous amounts of highly granular feedback in real time. Just log in and track your dynamic marketing campaign any time. It's that easy.

For More Information

Contact sales@tumri.com.

Tumri, Inc.
411 Borel Avenue
Suite 100
San Mateo, CA 94402
Phone: 650-265-2260
Email: sales@tumri.com
http://www.tumri.com