

The end-to-end, cloud-based platform designed for behavioral analysis

THE PROBLEM

Today's business environment is complex, making it difficult to identify new opportunities and respond to change. The average business uses 483 applications and often fails to use this data to inform the tactics, let

alone the overall strategy of the company. To make matters worse, large incumbents have big teams leveraging advanced techniques like AI and machine learning to cement their advantages.

THE SOLUTION

Enter Cooladata: data flows seamlessly from your applications, databases and offline sources into your unified data warehouse in the cloud. Your team has interactive, dynamic dashboards, helping them make

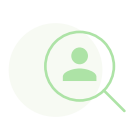
each decision with confidence. Best of all, your company can now leverage the same tools as the most data-driven companies: AI and machine learning for critical insights.

How it Works



COLLECT

Gather data from any source. With native trackers that run on your website, in your applications, direct API feeds and much more, you can easily stream interaction data to Cooladata.



ENRICH

You can't know everything about your users by logging their clicks and page loads. Sitting in your CRM, transactional database, ad-hoc data store or hosted SaaS application is a wealth of data that helps provide context to understand your users.



ORGANIZE

Cooladata's patent-pending, user-identity unification automatically merges user identities from multiple touchpoints in multiple systems. Behind the scenes, Cooladata's smart architecture prepares your data for quick access and fast querying, eliminating the need for manual administration.



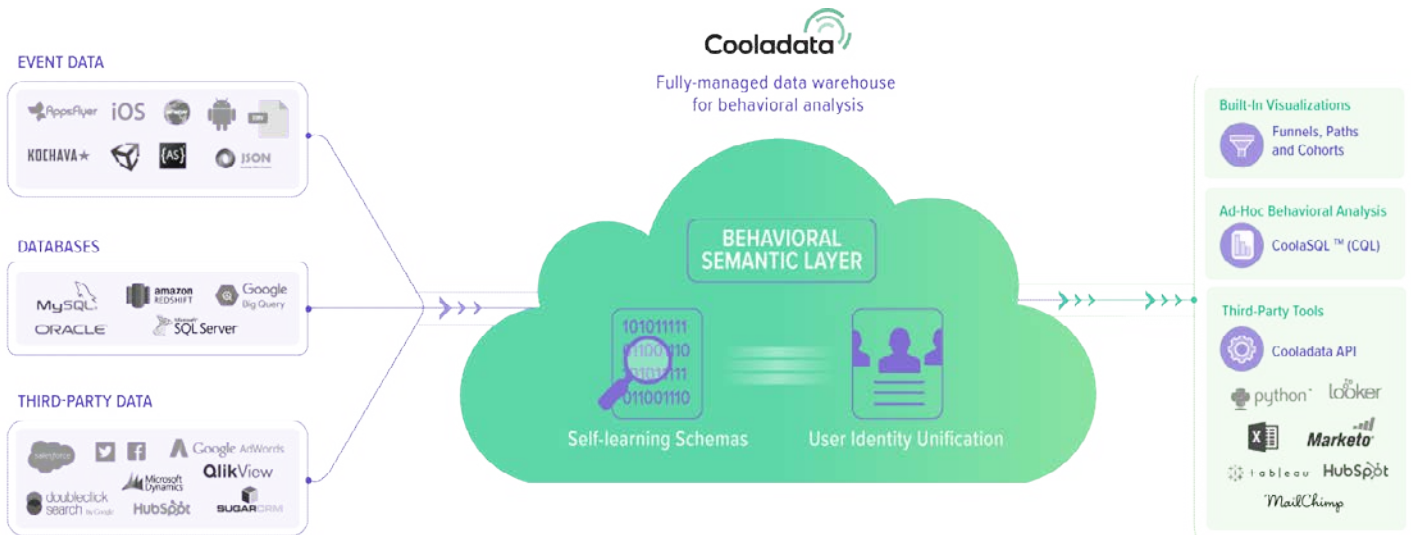
VISUALIZE

Cooladata's web interface features sleek, insightful and shareable dashboards, reports and visualizations. Easily create custom visualizations without writing a line of code, or dive deep and write your own queries in SQL, R, or Python.



ANALYZE

Quickly leverage Cooladata's built-in AI modules to solve hard business problems. Predict customer churn, identify anomalies in your data and identify behavioral patterns by automatically clustering your users. Alternatively, incorporate your own algorithms directly within Cooladata.



BUSINESS BENEFITS

- Drive revenue through enhanced conversion and reduced churn
- Discover transformational business insights for a competitive advantage
- Reduce the organizational cost of data complexity

Churn

Users who did **anything** and then did **nothing** by **days later**, counted in each bucket

In the day of	Users	1	2	3	4	5	6
2017-12-24	214,000	207,000	214,000	208,000	213,000	205,000	209,000
2017-12-25	79,000	76,000	78,000	79,000	78,000	79,000	79,000
2017-12-26	51,000	50,000	51,000	50,000	51,000	51,000	51,000
2017-12-27	62,000	61,000	60,000	61,000	60,000	61,000	61,000
2017-12-28	132,000	130,000	130,000	132,000	131,000	131,000	129,000
2017-12-29	279,000	253,000	252,000	260,000	264,000	273,000	276,000
2017-12-30	654,000	626,000	632,000	638,000	648,000	652,000	637,000

TECHNICAL FEATURES

- Every Cooladata dashboard can be embedded as an iframe in any application
- SQL, R and Python-based queries for power-users, including popular database administration tools
- All data is fully accessible and owned by you: easily accessible via JDBC or API

PRODUCTIVITY FEATURES

- Alerts and publications for automatic email notifications
- Easily create segments of users based on behavioral patterns
- Aggregation tables for creating and querying new tables

DATA SCIENCE AS A SERVICE

- Quickly leverage AI and machine learning through our pre-built modules
- Feel secure with our team of highly-trained data scientists ready to assist your data science needs
- Full onboarding, setup, configuration and orientation are included upfront