

VIA NT DATA LAKE VIDEO TRANSCRIPT

Speaker 1:

Every day, the digital universe creates roughly 2.5 exabytes of data. That's like downloading 530 million songs a day. And yet only 5% of that data is being analyzed by companies. Data used to be a marketer's best friend, but now most brand marketers are being crushed by the sheer volume of data flowing through their businesses in a variety of different formats and from disparate platforms. No wonder it's nearly impossible to connect the dots and extract meaningful insights like predicting consumer purchase patterns, or understanding what's really moving the needle. That's where the Viant Data Lake comes in.

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The Viant Data Lake is a Google certified and flexible cloud-based platform that stores structured and unstructured data all in one centralized repository. This gives brands a complete transparent view of their advertising performance, from how consumers engaged with ads on different channels, to which stores they visited and when they actually purchased. Unlike any other solution on the market, the Viant Data Lake adds a powerful identity and device layer to your audience data, meaning not only can we ingest all your ad serving logs, we can resolve it back to an individual person and their devices. By giving brands full access to our over one billion registered user profiles from Viant as well as strategic partner data, you can learn more about your audiences. Like past purchase history, media consumption habits across channels and devices, and social media activity.

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With transparent access to this rich pool of data, marketers can understand true reach and frequency across devices, analyze which devices drive the most offline sales during specific time periods, and design cross-channel attribution methodologies that work best for your brand. You don't need to trust someone else's modeling, probabilistic device graph, or attribution sampling methodology. With the Viant Data Lake you can see everything for yourself. Our platform is designed to help businesses gain actionable insights and confidently make informed decisions by turning complex queries and workflows into simple graphs and charts that can be easily shared and used within your company. Take control of your data today with the Viant Data Lake.