



improvado

Aggregate Advertising Data
in Any Visualization Tool in Minutes

We help marketers aggregate data without developers

Contact us

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A person is sitting at a desk in a dimly lit office, working on a laptop. The laptop screen shows a data visualization with a pie chart and some text. To the left of the laptop is a dark mug. The background is a blurred office space with a brick wall and a window. The overall tone is professional and focused.

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Problem



Too many advertisement platforms.

Marketers spend too much time preparing and combining reports from multiple platforms.

Report creation and analysis requires standardizing data from multiple platforms and manually uploading it into data visualization tools or spreadsheets.

With **over 3,800 Martech platforms** on the market, there is **no solution** to aggregate data and performance without a team of developers or manual ETL process

Solution

Aggregate Advertising Data in Any Visualization Tool in Minutes

Save Time and Money: Free up development resources. Marketers no longer have to depend on developers to create api integrations, maintain databases, or query data.

Cutting Edge Technology: It's nearly impossible to combine data from all Martech platforms without our technology. Two types of data exist in our market: 1) Log type of data and 2) API data, and we've built a unique approach to accomodate both.

Experienced Team: We are experts in MarTech with over 20 years of combined experience in Marketing within our core founding team. We've been in our customers shoes and understand how arduous the process is.



How it works



Current Integrations

facebook.

facebook
PAGES



You Tube

Linked in



bing

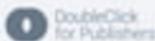
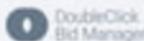
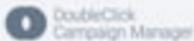
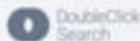


Google
AdWords

Instagram

AdRoll

Sizmek



theTradeDesk

Yandex

my.com

Kenshoo

viHub

CallTrackingMetrics

GetIntent



weborama

riteoL.

Apple Search Ads

YAHOO!

twitter

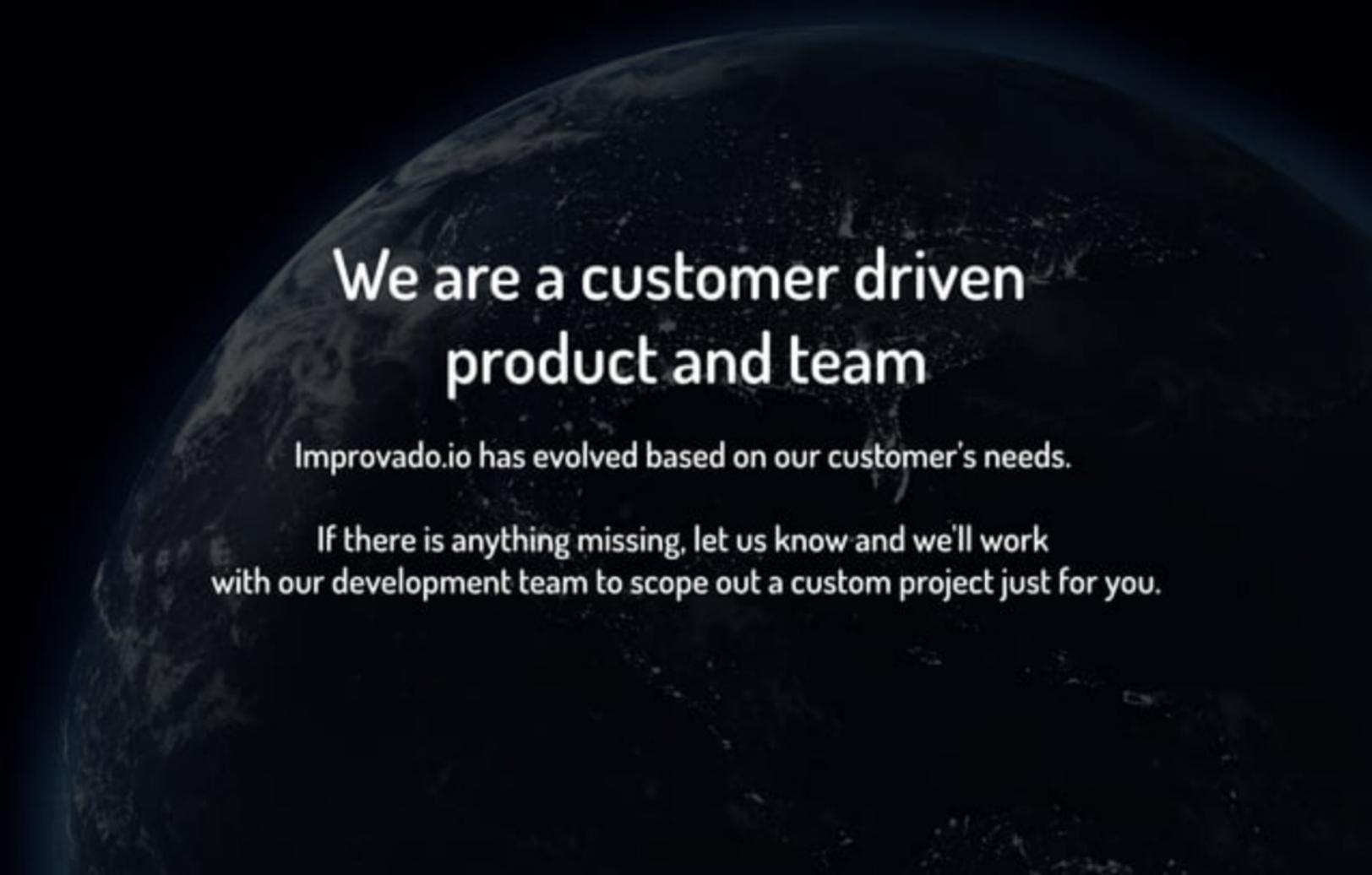
amazon
web services | S3

ADRIVER



Why are we different

- We provide what customers really care about; data aggregated from all major Martech platforms so that each marketers can flexibly visualize their story.
- MarTech Vertical Focus. All of the current ETL providers don't support most Martech platforms. Instead, they tend to be very broad in their focus for example CRM platforms, databases, payments, or emails.
- Reporting platforms focus on selling their data visualization tools, and there are 1000s of visualization tools in the market. We realize it's nearly impossible to build the perfect visualization tool to meet each agency or brands unique needs, so we give them their data via 3rd party servers.
- We can combine log data and API data which most reporting platforms are not currently doing.



We are a customer driven product and team

Improvado.io has evolved based on our customer's needs.

If there is anything missing, let us know and we'll work with our development team to scope out a custom project just for you.

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