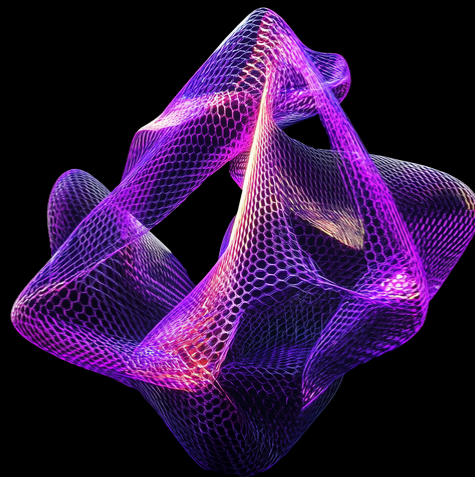# gauss ai

Offline Data Connection

Activate your offline data to connect your customer journey

Despite the best marketing strategies built on connecting with target audiences, fragmented data residing outside the digital environment creates a data silo that hinders effective campaign execution.

Offline Data Connection enables offline data activation in marketing platforms to optimize advertising campaigns across the entire customer journey.

Connect your offline data
Upload offline data like purchases, bookings, and in-person visits to your marketing platform for a holistic view of your customer journey.

Create custom audiences
Leverage your customer data to build custom audiences on marketing platforms. Target users with similar interests, behaviors, and demographics.

Increase revenue
20% revenue increase on average.

Optimize your campaigns
Targeting the right audiences.

Improve conversion attribution
Connect on and off actions to get a complete picture of your marketing performance.

No IT requirements
Do not require investment in infrastructure or development.

Proven results

Security	-20% Cost per acquisition	100% Sales

Break down data silos and unlock the full potential of your customer data. Offline Data Connection delivers real-time insights, empowering you to optimize campaigns for every stage of the funnel.

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