Dataroid

A digital analytics and customer engagement platform that helps businesses deliver a better customer experience with actionable real-time insights

Dataroid helps marketers, product and technology teams improve their customer experience and lifetime value (LTV) through real-time analytics and event-based customer engagement.

Unified Customer Data Platform

Single customer profile view

User reporting

Omnichannel Customer Engagement

Push notification

In-app message

Digital Experience Analytics

Customizable analytics dashboards

Real-time customer journeys

Predictive Analytics

Digital churn prediction

Cohort retention analysis

TÜRKİYE İŞ BANKASI   YapıKredi   AKBANK   Garanti BBVA   ING   QNB FINANSBANK

KUVEYTTÜRK   Opet   ALGIDA   PEPSICO   Unilever   odeabank   PEGASUS AIRLINES

Proven Client Results

5B+ daily processed events

100+ million digital users

38% average increase in campaign conversion

40K+ events per second

Why Dataroid?

Data Processing with No Boundaries

Daily data processing up to 5+ billion data points.

25k+ requests per second

'Plug and Play' Capability

Ability to collect and analyze behavioral data in hours through through easy deployment and Auto-capture capability

On-premise and Cloud Solution

Flexible deployment option according to your business needs

Enhanced Customer Reporting

Fast and simple integration with CRM for better customer insight and reporting

Extensive Digital Product Experience

Award-winning expertise and know-how in digital product design and development for more than 15 years.

GDPR Compliant

In line with GDPR and privacy requirements, Dataroid provides full data compliance.

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Unleash the potential of digital with data

| Digital Experience Analytics | Omnichannel Customer Engagement | Predictive Analytics

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