https://www.pathmatics.com

Pathmatics

Why Pathmatics? ▾   Product   Solutions ▾

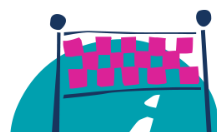# Digital marketing shouldn't be so complicated.

Control your advertising destiny with Pathmatics Explorer, the marketing intelligence platform that brings transparency to the digital advertising ecosystem across video, social, display, and mobile.

Get a Demo

3:47 PM
11/17/2018

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Every ad becomes insight

We have developed the industry's most advanced marketing intelligence platform with one purpose: To find every digital ad on the web and deliver it to you.

Stay ahead of the curve

Get actionable insights that keep you one step ahead of your competition. As the digital marketing landscape evolves, we do too—delivering constant innovation to gather insights from channels like social, video, mobile, and native.

Designed for you

Pathmatics Explorer is built with you in mind. We make it simple and clear to understand and take action on share of voice, spend, impression, creative, and audience data for every digital marketer.

Trusted by leading brands

accenture   Adobe   Oath: UM   Bloomberg   Discovery CHANNEL

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What we do

| Capture | Record | Calculate | Report |

Capture

Digital ads from the web and mobile

Channels

Social

Native

Desktop

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Capture

Digital ads from the web and mobile

Channels

Social

Native

Desktop

Mobile

Desktop Video

Mobile Video

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Pathmatics Products

For the marketer compelled to make data driven media decisions...

For the marketer who needs their data integrated with other platforms...

For the marketer who needs their data organized a little bit differently...

Pathmatics
Explorer

Intelligence Platform

Our customers subscribe to our marketing intelligence platform and make smarter decisions as a result.

(standard subscription)

Pathmatics
Connect

Data Feed

Many of our subscribers need a data IV because they love our data so much.

(optional add-on)

Pathmatics
Custom

Custom Data Solutions

Some of our customers have unique use cases for our data, so we whip up something special for them.

(optional add-on)

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Explorer

Subscriptions range from self-service data packages to full access to all data in our platform with unlimited tailored training - it all depends on what you need.

Connect

Data feeds are tailored based on the data you need at the frequency you need it - be it daily, weekly, monthly, or any other frequency you need.

Custom

From a simple recurring report to an entirely custom data solution (e.g. unique segmentation, messaging analytics, industry reports, and more) - there's a custom data package for you.

Get a Free Demo

How the magic is made

| Insight | Enrichment | Data | Ad Graph |

Insight

Pathmatics

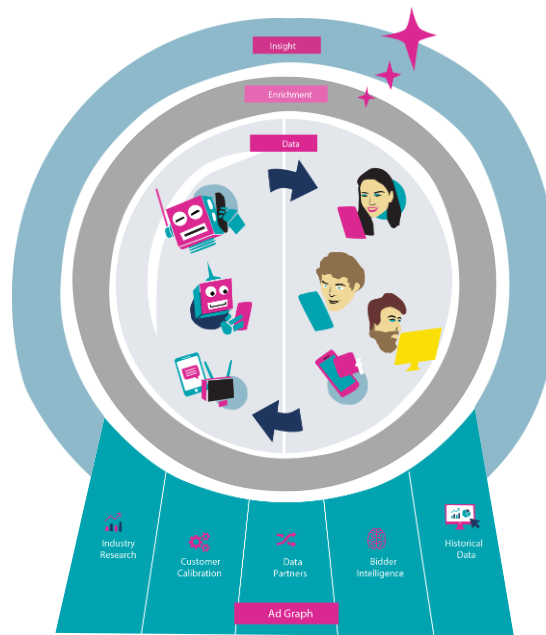Why Pathmatics? ▾   Product   Solutions ▾

Enrichment

The enrichment process is where we transform raw data into insights for our customers and partners. On a daily basis, we apply patented machine learning models to millions of records using:

Category Automation

We have processed billions of ads through our proprietary brand-detection technology. Our team of experts has trained hundred of thousands of machine learning models that identify and categorize advertisers and brands.

Audience Model

The scale and profile of data we bring in from our panel and crawlers ensures we have a representative sample of the global digital audience. We have a patented approach to building gender and age models using this data.

QPM Prediction

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Data

We deliver the most complete and accurate picture of the digital ad landscape by incorporating patented data sourcing technologies: crawler- and panel-based. Our crawlers and panelists are deployed globally and capture millions of pages and user actions each day. Together the two methods enable us to provide a more accurate and robust snapshot of digital advertising.

Crawlers

Our crawler-based technology discovers ads across the web by emulating the behavior of typical website visitors. Using our proprietary technology, PathSource, our crawlers track and record the path that an ad unit takes from advertiser to user, and collects unique insights like the ad placement on the page. We have fine-tuned our approach to crawling the web and mobile web for ads with 22 countries covered and billions of ads collected.

Panel

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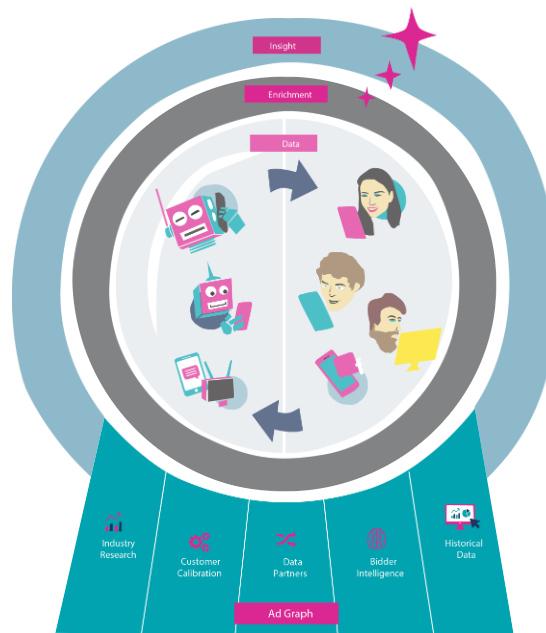
Insight	Enrichment	Data	**Ad Graph**

Ad Graph

Ad Graph is our way of processing, storing, and building new ways of analyzing the world's advertising. Ad Graph powers our product and translates the raw data we capture into actionable insights for our customers. To deliver the data powering Pathmatics Explorer we use a combination of:

Industry Research

We constantly tune our data capture techniques and CPM calculations to reflect the state of the market. We incorporate data from public financial data, industry reports, and analyst estimates.

Customer Calibration

Our clients include thousands of users that help power our Ad Graph with their digital marketing data.

Insight
Enrichment
Data

Industry Research   Customer Calibration   Data Partners   Bidder Intelligence   Historical Data

Ad Graph