



DDRAGONS.COM

# case study

AMSTERDATA



TECHNOLOGIES  
ASP.NET, .NET, AWS, ANGULAR



INDUSTRY  
MARKETING/BIG DATA

»»» When user consume the content from the particular website s/he automatically **agrees with the use of cookies** - small files restored in order to improve user experience by enabling this website to 'remember' s/he. **We applied this online principle to the 'offline' (physical spaces) business world.** Using tools like WIFI routers or hotspots we propose visitors of establishments free Internet if they log in through social media what allows to collect their data.



# business problem: part 1



# business problem: part 2

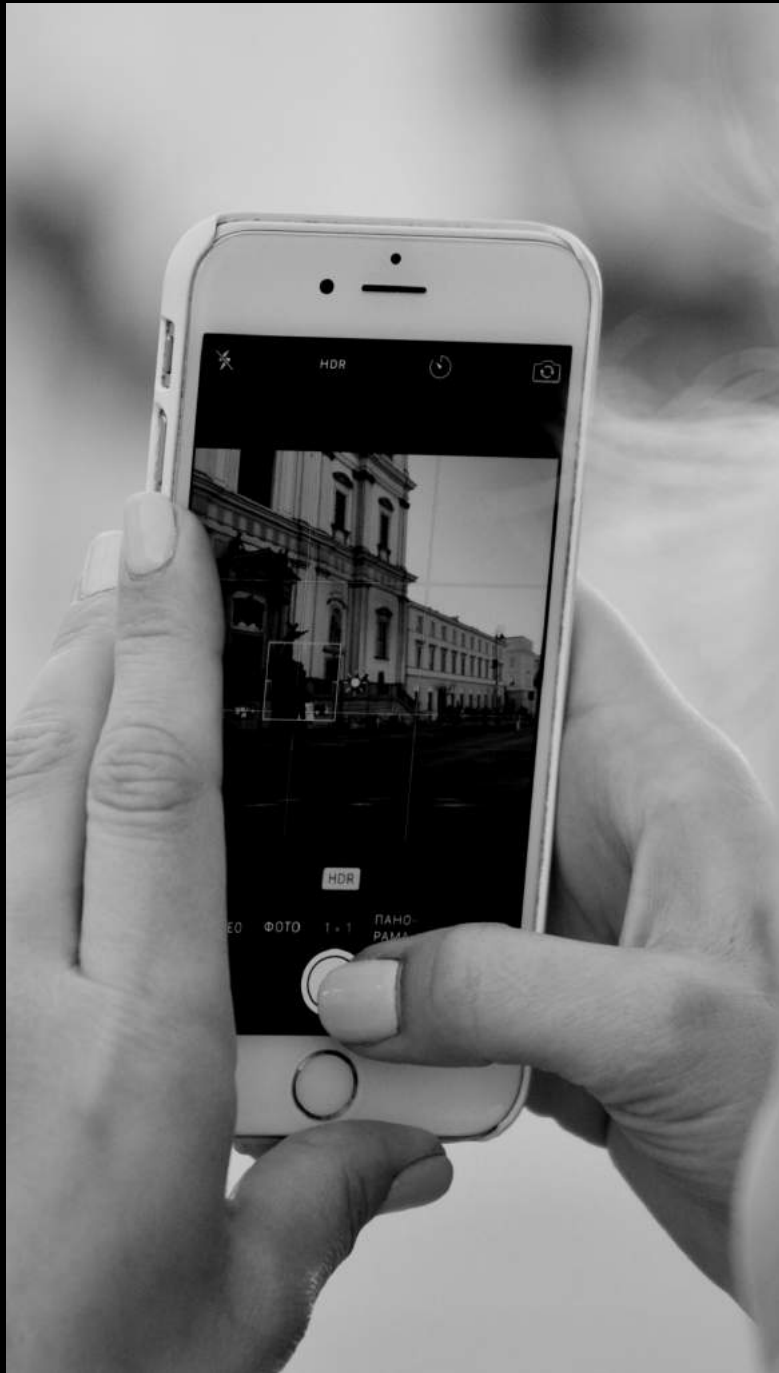


Our application aims to create an effective **network between business and customers**. This gives an opportunity to understand client's preferences and behaviour and to stay in touch with them. As a result, **entrepreneurs make reasonable decisions that coincide with the specific needs of their clients**. To sum up, AmsterData allows to **collect data, analyse and use it for the targeted marketing purposes, customization and effective management**.

# innovation: part 1

»»» The process of human invention has its own history. Let's take a look at the marketing innovation timeline. In the **1970s** thanks to the bar code commercial use in the automate supermarket checkout systems, **the early data about consumers preferences were received**. Than in **1995** club, discount and loyalty cards opened the **'big data' analytics era**, because for the first time in history marketers received an ability not only to promote products and goods, but also to analyse current buyers. Currently we experience **the third marketing data analytics revolution**. Web analytics was developed to such level that by analysing your performance in the Internet **some search engines are even able to define your gender and age**.





# innovation: part 2



But, this approach was applied only in the Internet, **web world**. The 'offline' world uses **old, sometimes absolutely inefficient tools**. The innovation of our project is to create **web analytics for the physical spaces**.

This was regarding past and present

# let's talk about future



»»» **Museums don't need audio guides any more. Everything is in your smartphones. The application determines your location near the particular object in a museum and shows you the information about it. The application can determine your position within the stadium and guide you towards the closest exit or cafe. The promotion in the stores became very effective and comprehensive. Thanks to the application you receive the advertisement messages on your smartphone while shopping. At the same time the owners of the mentioned above establishment receive valuable information regarding the trafficking of their visitors, most popular places, etc. This helps them to build the management strategy adapted to the behaviour and preferences of their visitors.**



OUR APPLICATION CAN BE USED IN A HUGE VARIETY OF PLACES - FROM CAFES TO STADIUMS AND AIRPORTS. THE POSSIBILITIES OF THE APPLICATION ARE LIMITLESS - FROM THE TARGETED MARKETING TO THE MODIFICATION OF THE CITY'S TRANSPORT SYSTEM.



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