

# Ad. Tech. Media. Engineers.

Let us maximise your investment in Marketing & Ad-Technology

# Solutions

1

Audits

2

Automation

3

Data Processing & Operations

4

Tech Stack Consulting & Implementation

5

Talent Sourcing

  
We evolved from the growing  
**demands** from **major brands**  
in the digital media landscape.  
Our goal is to **iron out these**  
**issues.**





## Audits

Allow us to audit how your media and analytics are run and we'll provide you with a thorough, detailed list of improvements for your agency or inhouse team to fix.

### Digital Media Audits:

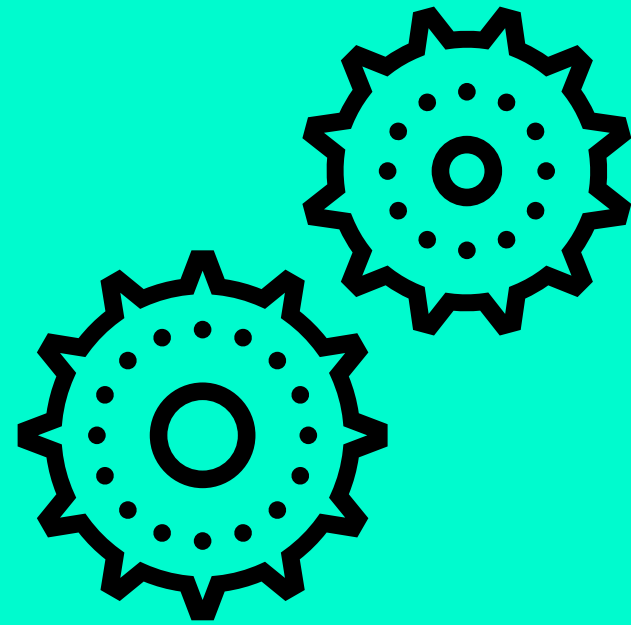
We are experts in digital media, and we can provide detailed examinations of the SEM, Display & Video, Social, and Programmatic campaigns run by your media agency to give you clear improvement guidelines

### Web & App Tracking Audits:

Companies cannot work with inconsistent data, they need reliable data. You need reliable data. We review your Web/App analytics implementations to ensure the accuracy of your data.

### Task Automation Audit:

We can assist you to find those time consuming tasks and processes where your team is spending most of their time. We have a wide range of experience building bespoke automation solutions to help companies like yours.



# Automation

We are experts in optimizing processes and building platforms to automate all those repetitive tasks your marketing team are doing...freeing them up to handle the more important tasks at hand.

## Digital Media Automation:

Automated campaign creation, Google Ads Health checks, ecommerce feed automation to media platforms...

## Data & Analytics Automation:

Tracking accuracy checks, data pipeline, data cleansing...

## First Party Data Optimization:

Automation and set up of all first party data tools such as CRMs and CDPs.



# Data Processing

Trustworthy, reliable data is of the utmost importance nowadays. Fortunately we know how to streamline those processes, allowing your team to crunch away at the numbers.

Bon Appetit!

## Cloud-Based Data Infrastructure:

Move your data workloads from premises to the cloud.

## Data Visualisation:

Report automation, with any tool, any database and any dataset.

## Data Architecture & Modeling:

ETL and processing of your data in the right way.

## AI & Machine Learning:

Channel attribution modeling, smart media buying...





# Tech Stack

The role of technology in marketing and advertising is more crucial than ever.

We can analyze your current tech stack to identify opportunities and make it more efficient by leveraging it to its full potential.

## Martech Consulting:

The technology options for advertisers keep growing, making it difficult at times to differentiate between them. Choices about technology can be harder to make, let us help you with that. Research, negotiation and implementation of MarTech at scale.

## CRM & CDP

Your first party data is your company's most valuable asset. By using the right combination of CRM and other media bridge technologies like CDPs, we can take your sales to the next level.

## Product & Behavioral Analytics

Examination of a company's digital assets.



# Talent Sourcing

All our team have a years of knowledge and experience working in media and tech. We know what it takes to excel in these sectors and can filter the cream of the crop for our clients. We are niche recruiters and only the best specialists can take the dive into our talent pool.

## Contract:

Whether you need to hire an interim executive or a Technology contractor who can start immediately, a freelance Web Developer or a Creative or Digital Marketing freelancer our contract services are ideal

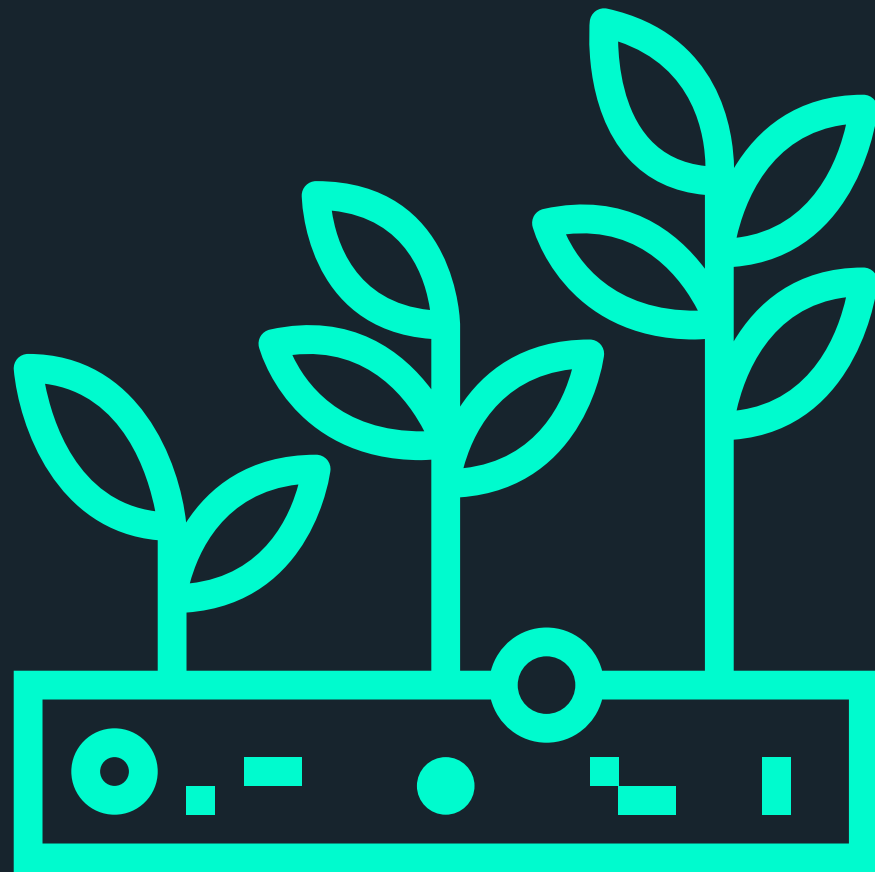
## Permanent:

When you need people, you need them now. Whether due to team expansion, staff departures or fast-paced growth, we respond quickly to change within your business and work collaboratively.

## Executive Search:

We help you find C-suite and senior-level talent and understand the nuances associated with managing the stakeholders of an executive search and selection process.

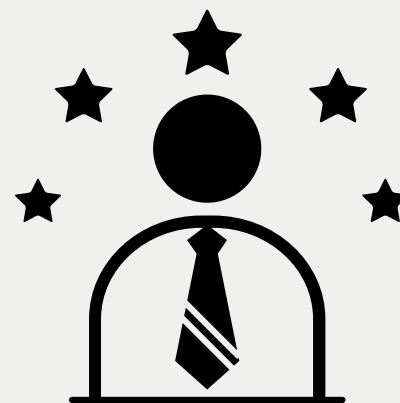
# Real Growth



Allow us to plant those seeds!



Whether it be advertising audits, CDP implementation, server-side pixel integration or Dashboarding...we are **happy to help!** :)



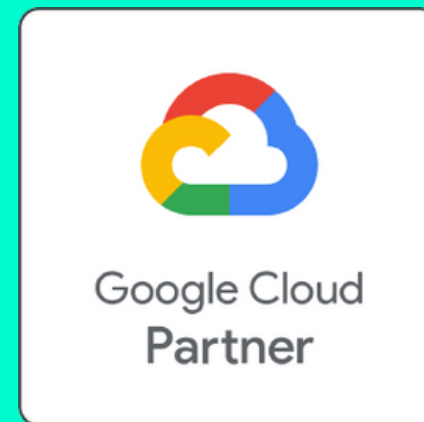
Our team of experts have **many years of experience** in their field, emerging from leading ad agencies and in-house teams....  
...you wont be dealing with newbies.



We can guarantee our solutions will vastly **improve your ROI** and **save you time and money.**



# Perfect Partners!



**SAMSUNG**

**MARS**



Happy Customers :)

# Let's get ûptimising!



(+34) 655 274 253

[alex.hind@uptimal.com](mailto:alex.hind@uptimal.com)

[www.uptimal.com](http://www.uptimal.com)