





CROWD CONTROL™

Data Collection & Categorization

The average web page generates 42 distinct behaviors. Can you capture all of them? Crowd Control seamlessly collects and categorizes data using the methods that best suit your needs.

 **Save Time** — Implement and activate data collection technology in minutes, not hours or days.

 **Build and Sell Richer Audiences** — Crowd Control uniquely understands and imports site data. We employ one or a combination of the methods below to extract the most value from your data:

Data Type

Method

Example

 **Profile**

Import declared data from profiles and registration information.

When a visitor fills out a profile, non-sensitive demographics like age and gender are collected and categorized.

 **Interest**

Collect data based on the primary topic on a page of content.

If a visitor reads an article about the State of the Union, they are identified as interested in politics.

 **Search**

Collect data produced by a visitor searching your site.

When a visitor searches for the Jets, they are identified as interested in football, NFL and the Jets.

 **Action**

Track influencer and action-based data on what a visitor on your site is doing, not viewing.

When a visitor posts a comment about an article, they are identified as someone who comments.

 **Custom**

Create a custom solution to collect any data not captured by the above methods.

Solutions include loading site maps, loading product catalogs, and various other methods tailored to best capture your data.