

# All your marketing data Business-Ready and where you want it

To make your business truly data driven you need to have full control over the data. The main problem is that data is scattered across different platforms. With integrations to marketing and advertising platforms, Funnel collects, organizes and displays the data in one place. The data is frequently updated, so it's up to date when you need it. You have the freedom to feed your data to any tool you like, whether it is your data warehouse, business intelligence solution, visualisation tool or a simple spreadsheet.

## HOW IT WORKS

### Collect

With [connections to all your marketing and advertising platforms](#), Funnel automatically collects your data from any data source. If you're unable to find the source out of the box, you can request a new connection.



### Transform

Easily [clean, map and group your data](#) in Funnel's powerful data mapping interface.



### Send

With integrations to all major data warehouses, BI solutions and visualization tools, Funnel gives you the freedom to [utilize your data in any tool you may be using](#).



## SOME OF THE BENEFITS



Always up to date and synced with your end destination.



Connect new sources without technical assistance.



Historic data changes are applied and taken into consideration.



Automate calculated metrics like return on investment.



Scheduled exports eliminate all of the manual imports.



Compare and identify underperforming channels with ease.



### What our customers say about Funnel