

MMT Bridge

Data connector

Contact us for advice at hello@mercurymediatechnology.com

Connect all your data to any visualization or data warehousing solution

MMT Bridge offers the support you need to select, prepare and connect relevant data to advertiser and agency requirements as a data flow that is sent automatically to their BI teams. It is the solution for eliminating excel spreadsheets and keeping your data set structured, up to date, error-free and accessible in one place.

Our Solution

A powerful performer among our MMT apps, MMT Bridge connects data from MMT Mercury to visualization solutions like MMT Scout or your data warehousing solution. It also allows any sources that provide output to be coded as figures so that they can be analyzed and then added as potential parameters for performance influence:


- advertising and others marketing activities outside MMT Mercury
- competitive data like media activities and creative information
- market research and analysis
- spend
- customer data like CRM, business, orders, promotions, web traffic, footfall, location, sales
- external data like weather, share price, holidays

MMT Bridge can help you select the important sources and relevant KPIs based on your business sector, product life cycle and competition as well as your business objectives.

MMT Bridge formats and provides the data set you select and connects it to the source so the you can run regular updates (daily or more) in a visual format (dashboards) or serve an external platform via API.

Your Benefits

- built by a team of data analyst specialists from the media sector
- daily updates
- automated centralization of different data sources towards a single point of collection

				
Select relevant data sources	Data preparation	Data connection	Automation of data flow	Visualization and analysis

A look behind the scenes | Data integration