



ENTRINSICON
LEVEL UP!

September 26th-29th, 2023
Raleigh, NC



Interconnect 3rd party and your data to create a full picture of your business

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Who Here Works for a company with a website?

- Do you manage it?
- Does your Department?
- Third Party?

Who here cares about how the site performs?

- Do you audit it?
- Do you report on traffic?
- Do you rely on Google or another third party?

Who here cares about how their database performs?

- Do you audit it?
- Do you report on it?
- Do you rely on Informer?

**Who here treats the database and
the web like they are unrelated?**

How do you marry the internal data to the external?

- ETL?
- Scraping?
- Don't bother?

If you said Don't Bother...

If you said Scraping...

If you said ETL...

**What if Informer could do
more for you than Reporting?**

**What if Informer could be
your Lightweight ETL?**

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Q & A





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Thank You

