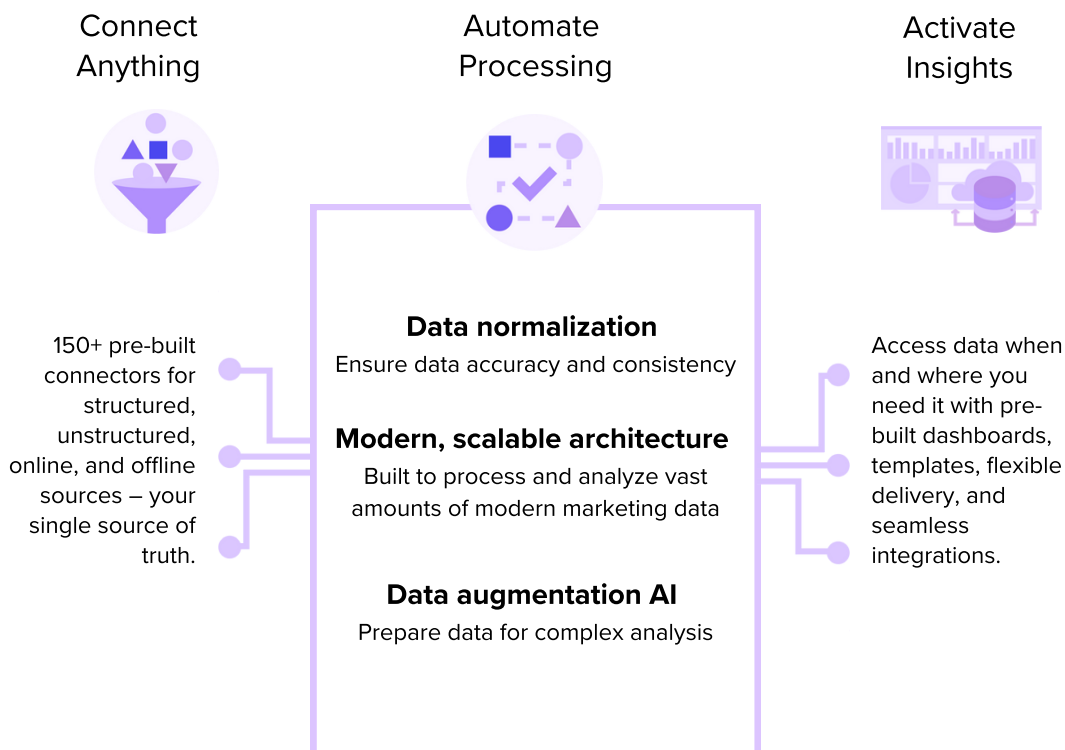**Data Platform**

Turn Data Chaos into Clarity

Marketing data is now a flood, not a flow.

Mevo transforms fragmented marketing data into a unified, analytics-ready source of truth. Combining deep media expertise with marketing-specific data organization and AI-driven automation and insights, our platform delivers a trusted foundation, making data accessible and actionable for all marketing applications and users.

The Mevo difference

1
Expert-Led Data Onboarding
Seamless setup gets your data foundation right from the start

2
Standardized Marketing Ontology
No-code integration delivers accurate, consistent reporting

3
Future-Proof Intelligence Framework
Built to handle evolving intelligence needs for MMM, MTA, AI, and more

4
Conversational AI Insights
Ask questions in plain language, get immediate, actionable answers

Accelerate market intelligence

Connect Anything

150+ pre-built connectors for structured, unstructured, online, and offline sources – your single source of truth.

Automate Processing

Data normalization
Ensure data accuracy and consistency

Modern, scalable architecture
Built to process and analyze vast amounts of modern marketing data

Data augmentation AI
Prepare data for complex analysis

Activate Insights

Access data when and where you need it with pre-built dashboards, templates, flexible delivery, and seamless integrations.

Over
$10B
Marketing dollars tracked

Average
60%
Improvement in Data Handling Efficiency

Average
85%
Campaign Mapping Accuracy

Average
50%
Improvement in Time-to-Insights

No-code automation and AI-powered pipeline </>

Comprehensive Reports & Dashboards

Marketing Performance & Insights
- Performance & efficiency: analyze marketing spend, ROI (performance & media), campaign effectiveness, funnel conversions, churn, and customer acquisition cost (CAC).
- Cross-channel view: monitor performance across paid, organic social, retail media, and other networks.
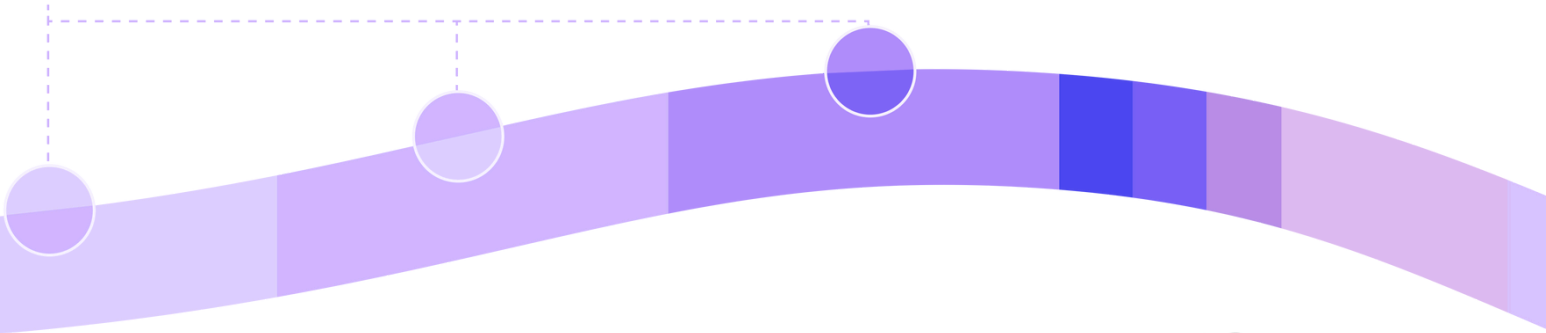
Analysis-ready Data
- Reliable reporting through automated standardization: Ensures data consistency in campaign names, placements, and key metrics across platforms.
- Unified formats: standardizes data formatting, naming, time zones, and attribution.
- Conversational interface: empower all users to query data, visualize results, and understand calculations with our AI assistant.


Unlock advanced analytics with enriched data

- Market-wide insights: analyze complete audience behavior with privacy-safe, anonymized consumer data

- AI-powered data augmentation: overcome data gaps and improve accuracy, even in offline and opt-out scenarios

AI fills in any blanks along the way

Analyses powered by Mevo datastreams

- ☑ Path to Conversion Analysis
- ☑ Multi-Touch Attribution (MTA)
- ☑ Media Mix Modeling (MMM)
- ☑ AI training data
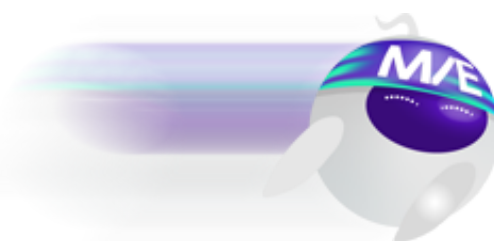
Mevo transforms chaotic marketing data into a unified, analytics-ready source of truth. It connects data across multiple sources, making it accessible for dashboards, business intelligence analysis, and AI training. With expert-led onboarding, Mevo automates data with no-code integration, cleaning, and structuring, while conversational AI provides insights with ease. Designed by marketers for marketers, Mevo generates customer journey datasets, measurement insights, and optimization recommendations—driving smarter, faster, ROI-driven decisions.

Unlock the full potential of your marketing data

Contact us to learn more ❯