About DC Storm

dc storm
optimising digital marketing

Launching in 2004, DC Storm has built a reputation on its intelligent Tracking, Reporting and PPC Optimisation solutions

In addition to the technology it is DC Storm's exceptional service that sets it apart; enabling over 1,000 clients worldwide to use the Storm technology platform to accurately value their online activities and use the insights to optimise them.

Award-winning technology and exceptional client service

The success and longevity of DC Storm stems from providing a powerful and flexible platform, together with first class service, support and training to go with it.

Helping clients to develop solutions tailored specifically to their business, and ensuring they are always able to make the most of the technology, has created an exceptionally loyal and satisfied customer base.

DC Storm has received recognition from the wider industry, with Storm for Affiliates winning best 3rd party application at the A4U Awards 2010.

In 2011 Storm was highly commended in both the A4U awards and the highly regarded Econsultancy Awards. Affiliates are joined by advertisers and agencies who all regard DC Storm's tracking, reporting and optimisation tools as second-to-none.

Key features:

- Enables marketers to deliver better performance from digital marketing
- Unique data views and channel valuations that can be applied to optimisation as well as reporting
- Time-saving reporting for stakeholders at any level

- Innovative and flexible attribution modelling
- Relationship management to ensure that marketers' use of Storm evolves with their requirements

DC Storm history

2004 - Built a PPC tracking and reporting tool

2005 - Integrated Miva, Overture, Google and YSM APIs

Launched Storm Optimiser, the PPC bid management tool

2006 - Launched Storm Analytics - the integrated web analytics tool

2007 - First performed Sale Attribution

Launched Storm Reporting

2008 - Opened European HQ in Frankfurt Germany

2009 - Launched Storm for Affiliates, enabling affiliates to track from click through to sale via affiliate networks for the first time

Launched Storm Container Tag (then Pixel Carrier Pro)

Number of websites using Storm exceeds 1,000

2010 - Integrated Baidu API

Launched Storm Professional

Launched Internal Search tracking

Launched Flash Tracking

2011 - Introduced visit 'chaining'

Launched stand-alone Storm Container Tag

Launched Display, Call and Advanced Email tracking

What's next?

- Further integration of other digital marketing channels
- Develop advanced methods for valuing non-converting traffic
- Continue to educate our clients and ensure they get the most from DC Storm

To discuss any of our features, and how DC Storm can help your business, please get in touch:

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Conrad advertising

dealchecker.co.uk
we search, you save

MercuryDirect
Great holidays / superb savings

total
search solutions

KUPONA media
PERFORMANCE MARKETING

Holz Richter

alpharooms.com
serious about holidays

artavia

FOUND.

TravelJigsaw
Where all the pieces fit together

internet architects

Online marketing Visitors Optimisation
Sale Attribution PCC Optimisation Bespoke reporting
Multi-Attribution Storm Container Tag For Agencies Insights Dashboards
Merchants Digital marketing platform
Why choose DC Storm Value Visits Storm Tracking
Framework Optimise
Template reports Flexible Accurate Website Storm Optimiser
External data For Affiliates
Storm Reporting Bid management
Storm Data Integration For Advertisers
Tracking Reporting