



Littledata announces new features at Shop.org and TechDay LA

LOS ANGELES - 25th September 2018 - Littledata, an ecommerce analytics app based in London, is announcing two new features this month at conferences in the western US.

At Shop.org in Las Vegas last week, the company announced the open beta release of a Facebook Ads integration that allows users to fix campaign tagging and automatically pull cost data into Google Analytics, with automated reporting in the Littledata app. This allows for multi-channel attribution and a much more accurate view of marketing ROI for ecommerce sites.

At TechDay LA this week in Los Angeles, the London-based company is revealing the first public view of its anticipated new Missions feature. Using benchmark data from 12,000 websites, the feature sends users on specific missions to improve performance based on their specific industry sector.

Littledata founder and CEO, Edward Upton, says that this is an ideal time to launch these features:

"We believe in a world of equal marketing attribution. Facebook may be big, but they're not the only platform in town, and any traffic they're sending your way should be analysed in context. Missions take this concept even further by providing actionable insights based on data you can trust."

Littledata co-founder Ari Messer emphasizes the wide application of these new AI-based tools:

"With our partners program growing at unprecedented rates, these new features will help both agencies and customers cut through the BS to reach new levels of success. Whether you're doing \$100k a year or \$100M, our goal is always to show you the little data that makes the biggest difference to revenue."

Both features are available in beta release for a limited time. Please contact Littledata for more information.

About Littledata

Littledata (www.littledata.io) is an intelligent SaaS app that makes any ecommerce manager a master of analytics. In 2016 the London-based company launched the first app to fix tracking for Shopify stores, and the platform has evolved to a suite of AI-based reporting that helps leading brands like MADE.COM, Figleaves and Bulletproof fix their tracking and optimise revenue.

Littledata has grown to 16 full-time staff with offices in London, Romania and NYC. With 12,000 sites benchmarked and over 500 active monthly users, the company is planning a UK-based funding round for major expansion in the US market in 2019.

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