What is Koveri™ Data?

Koveri™ Data is a monetization solution for your ad space. With a simple ad of a tag on your website, you benefit from the huge potential of Koveri™ Data Network and get more income from advertisers by offering them useful and accurate information about users.

How does it work?

You apply to become a Koveri™ Data Partner. Once a partnership agreement is signed, XiKO creates a tag for your website and starts collecting users data.

Koveri™ Data Tag

Koveri™ Data Tag is a small piece of JavaScript which enables data collect. It's a text line placed on every page of your website:

```
<script type="text/javascript"
src="http://data.xiko.fr/ tag.js"/>
```

Data are collected anonymously and identify the interests and intentions of your website's visitors. By tracking what each visitor reads, advertisers can target more effectively customers who have expressed interest in their products or sector through the content they read.

Benefit from Koveri™ Data's Network

The data collected on your website are stored and associated to other partners data. Hence, they get more value for advertisers.

Get paid for your data

The data you contributed to create can be sold to any advertisers, either by XiKO or your company. When a sale is closed, the global amount is shared between XiKO and all the web publishers who created the data.
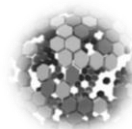
▶▶ You add XiKO's Tag on your website

```
<script type="text/javascript"
src="http://data.xiko.fr/
tag.js"/>
```

▶▶ A user visits your website

▶▶ A cookie is generated

▶▶ User data are collected

▶▶ Data are sold to an advertiser

▶▶ You get paid for your data

You want to be a Koveri™ Data Partner?

Send a mail to contact@xiko.fr or fill the form on our website