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## **HALADINAR to partner iTRACKER to generate value-added advertising data from its e-commerce merchants using Big Data Analytics**

**Singapore:** HLD Technology Pte Ltd, which is headquartered in Singapore and which manages the e-commerce platform HALADINAR, has signed a strategic business partnership with iTRACKER, which is headquartered in Ho Chi Minh City, Vietnam. Under this partnership, HALADINAR and iTRACKER will be able to provide a cloud-based research system that can track online advertising trends and outcomes through big data analytics.

This service will provide comprehensive and value-added advertising and consumer reports that can help merchants, suppliers and manufacturers better plan their marketing strategies in the global marketplace. Reports include those for:

- Creative Assets
- Daily Outreach and Sales
- Cost Value
- Evaluation
- Other Ad-hoc data

Based on big data analytics, companies are able to harness valuable information about their consumers, products and services, as well as competitors. At the same time, they can evaluate the effectiveness of their marketing campaign and implement new strategies quickly to be highly successful.

**HALADINAR** is a global platform and online decentralized marketplace designed to serve both the Muslim and non-Muslim communities throughout the world. Goods and services in the HALADINAR Marketplace are Halal. Through blockchain technology, manufacturers, merchants, suppliers, traders, buyers, sellers and consumers are brought together on HALADINAR, a unifying and inclusive marketplace.

**iTRACKER**, Vietnam, is a pioneer and leader in strategic advertising by monitoring consumer trends and advertising outcomes through big data analytics, thus enhancing digital advertising value and performance.

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