Overview

The Data Pain Marketers Face

What is a Customer Data Platform?

Top Use Cases/Pain Points

Features, Benefits and Advantages

Request a Guided Tour

Marketers Struggle with Complexity
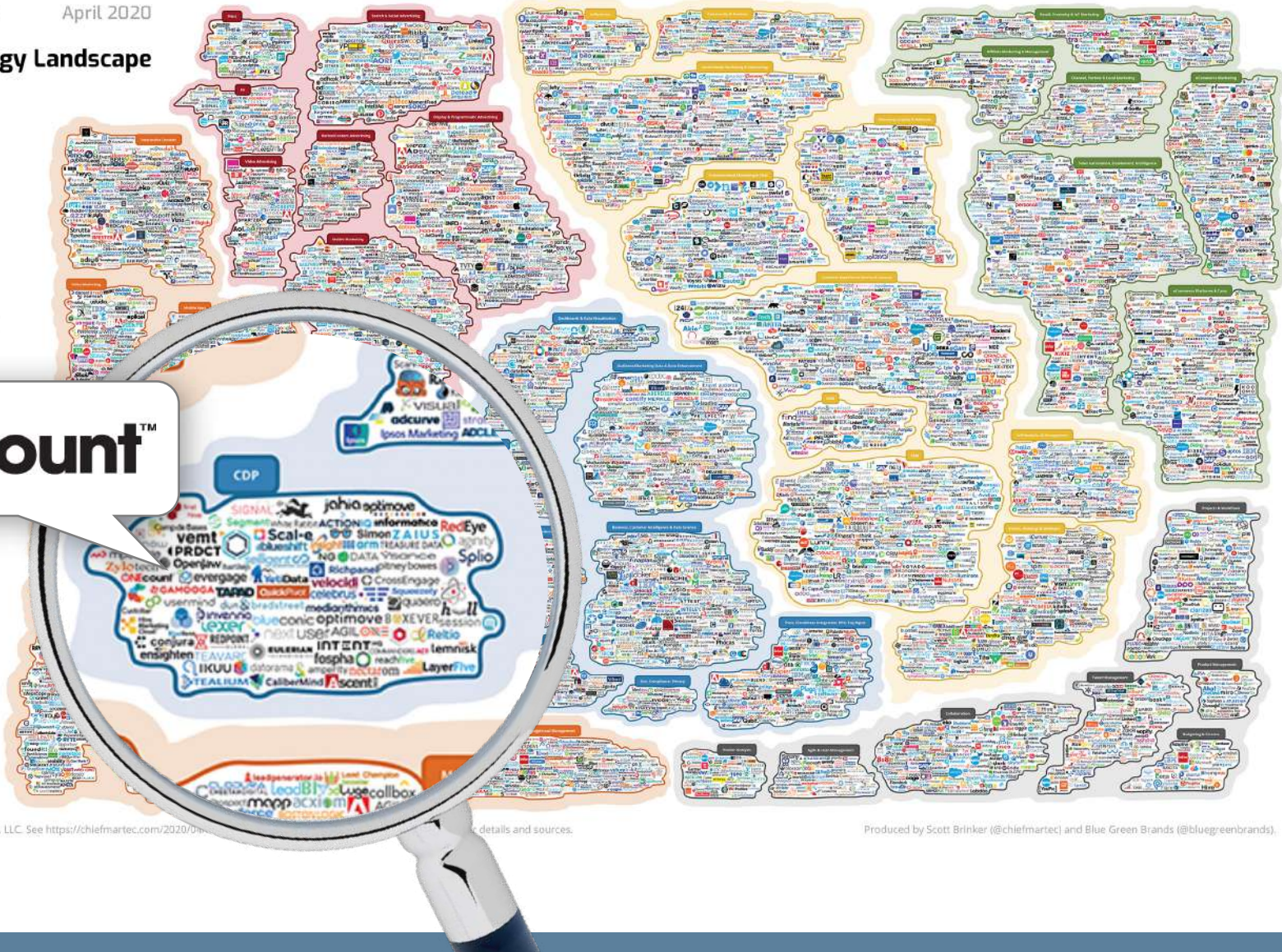
Common challenges

Disconnected silos

Lack consolidated data view

Limited access to data across all touchpoints

Customer journey is fragmented

Manual efforts to launch multi-channel targeted campaigns

Insights/data intel resides in separate systems

3rd-party cookie demise

Challenges with privacy compliance

ONEcount™

What is a Customer Data Platform?

A customer data platform (CDP) helps centralize customer data into one single ecosystem.

Empowers actionable insights to personalize customer experiences.

Forbes

Named CDP as Top 10 Digital Transformation Trends For 2021

*ONE*count™

CDP Differences...

CRM | Customer Relationship Management

- Uses relational data, primarily updated manually lacks the ability to handle many silos of data.

- CDP automates data between systems. Collects behavior insights, OC includes a data warehouse.

DMP | Data Management Platform

- Use anonymous data. Shared IDs. Can't report user-level/PII detail.

- CDP holds data governed by first-party permissions. Creates a federated ID across systems.

ONEcount™

Who Can Benefit From A CDP

- **Marketing Managers** responsible for growth, demand generation and/or operations.

- **Sales Teams** who want better conversations with prospects and customers using insights that may live in other systems.

- **Data Engineers** tasked to unify different data sources but don't have the bandwidth or resources because of other higher priority projects in the pipeline.

Data-Driven Ecosystem

DATA COLLECTION
- Inputs from any source
- Stores, unifies in usable format
- DExTr – Bi-directional exchange

PROFILE UNIFICTION
- Associate IDs with a person
- Appends behavioral history
- Deduplicates, multiple identifiers

ACTIVATION
- Connects external systems
- Deploys multi-channel campaigns
- Built-in Inbound/outbound reach

DATA SOURCES

Events	E-Mail	Forms

Website	Purchases POS Systems	Rewards/ Loyalty

Transactions	Internal DBs Legacy systems

Ads/ Banners	Social	DMP
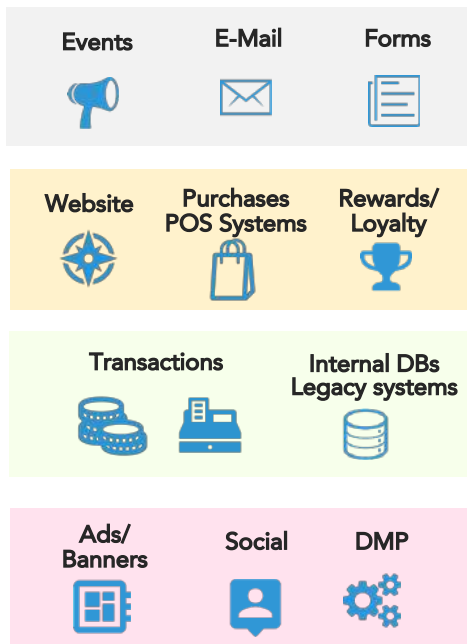
CDP + DATA
WAREHOUSE

TIM SMITH
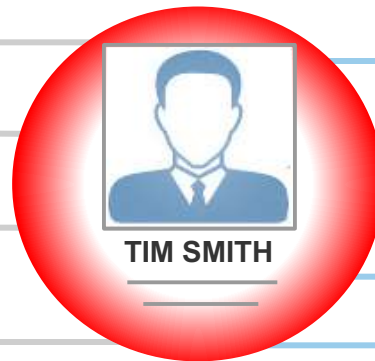
360° SINGLE CUSTOMER VIEW

TOOL SUITE

Identity/Behavior

Target / Segment

Insights / Intelligence

Optimization / Decisioning

ONEcount™

The Top Benefits of a CDP

- Provide a single, **holistic customer view**
- Create **complete customer profiles** with cross-device identification
- **Convert unknown visitors** to identified profiles with behavioral history append
- Segmentation at a **granular level**
- **Targeting relevant** campaigns more accurately
- Deliver **multi-channel execution**
- **Aggregated** reporting and analytics

ONEcount™

Pathway to Dynamic Activation

Unknown **visitors**

Websites / devices

Behavioral history/preferences

Retargeting off-site

Behavior-based on-site targeting

AppNexus   centro
LiveRamp
Google Marketing Platform
Google Ad Manager   OpenX   Revive
open source ad server

Identity Opportunity

Events   Social

Quiz/ Survey   Forms   E-Mail Clicks

> Identity Resolution:
Digital signatures browser fingerprint for cross-device consolidation

CLIENTS AVERAGE CONVERSION RATES OF **UNKNOWN VISITORS TO IDENTIFIED USERS** WITHIN 6-8 MONTHS

40-70% KNOWNS

3-YEAR history append

Append offline data

Identity-based targeting

Personalize across all tactics

ONEcount™

According to McKinsey

50 PERCENT of customer interactions today happen during multichannel, multi-event journey.

DATA-DRIVEN personalization generates a marketing-budget savings of 30 percent.

McKinsey & Company

ONEcount™

ONEcount's CDP Will Help You...

- **Lower customer fatigue**, churn and service costs
- **Shift your channel mix** to reach ideal audiences
- **Activate audiences** in real time
- Improve **informed decision making**
- **Reduce costs** by optimizing operational effectiveness and efficiencies

ONEcount™

According to HBR…

MARKETERS who use personalization can reduce their acquisition costs by as much as 50 PERCENT.

Can INCREASE the efficiency of their marketing spend by 10 - 30 PERCENT.

What's On Your Wish List?

Use Cases / Goals?

⏻ _____

⏻ _____

⏻ _____

⏻ _____

ONEcount™

Key Takeaways

SINGLE SOURCE OF TRUTH
360-holistic view across your enterprise

ADVANCED INTELLIGENCE
Greater data accessibility across teams

MULTI-CHANNEL EXPERIENCES
Curates personalized 1:1 messaging

INCREASES customer acquisition, conversions, retention and revenue

GROWTH, trust and transparency for all parties!

ONEcount™

Robust All-in-ONE Platform

Data Services + CDP

- Unify & consolidated data in a single, unified data warehouse
- Bi-directional ETL, data and cookie sync with existing login, IDs, third-party systems
- REST API, SAML authentication

Identity Access Management

- Global registration, federated ID across all systems
- Identity resolution, marry PII to device, browser, digital fingerprint, profile unification center
- Single sign-on /social log-in with direct API access
- Progressive look-up, pre-populate fields
- Behavior tracking, convert unknowns visitors to identified users with up to 3-year appended history
- Resource Manager – forms, landing pages with lead generation capture and full reporting

Activation Toolsuite

- Segmentation and targeting engine – First-party, ABM and/or behavior, M/L clusters and look-a-likes
- Actions Manager—personalize messaging, pop-up builder, retargeting, QR codes, GEO, etc.
- Machine Learning/AI capabilities, i.e. content recommendation engine
- Social suite—remarketing and social analytics
- ONEmail: built-in ESP/e-broadcast with A/B testing dedicated IPs, domain keys

Dashboard Reporting & Analytics

- Automated Data Feed engine
- Cross-tactic, aggregated analytics and data visualizations with content topic drill-down
- Reports user-level/PII engagement across all channels

If any of these third-party components are already in your tech stack, ONEcount can work with or along side them.

ONEcount™

Customer Case Studies

Just Go Ahead ▶

ONEcount™

MARKETING CASE STUDY

ON-TARGET REACH
Behavioral cross-channel activation

Challenge
- Inability to create and trigger effective multi-channel campaigns using PII, web and content behavior
- No actionable behavior-based insights to reach ideal audiences

Solution
- Geographical interface coupled with identity-based analytics identified known users within event venue
- Created and deployed mobile pop-ups and messaging during entire event

Result
- Over 2,600 users engaged with the pop-up campaigns and over 6,800 views within a 2-day period
- Increased show site traffic by 20%

IDENTITY USE CASE

1ˢᵗ-PARTY DATA
Convert unknown visitors

Challenge
- Lack of identity management
- No federated IDs across various systems
- Engagement isolated to e-mail —Eloqua
- Lack of precision targeting to HCPs

Solution
- Consolidated data across systems
- Synced cookies and profiles across entire network—creating universal ID
- Executed list matches against data lake
- Track behavioral engagement across channels to personalize user experience
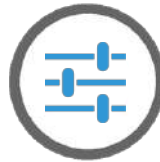- Created sub-disease state segments and targets based on content consumption

Result
- Increased the number of identified HCPs
- Increase traffic by 30%

DATA CASE STUDY

UNIFIED CUSTOMER VIEW
Data intelligence and insights

Challenge
- Over 15 disparate data silos, 10 separate POS systems with no single source of data collection
- Lack of marketing activation

Solution
- Married offline data, SMS, rewards data and past purchase history data thru DExTr data exchange engine
- Unified intake forms across web, app, and in-store to reduce duplication
- Personalized offers, coupons, using purchase history, rewards data, etc.

Result
- Increased product sales by 20%,
- Grew customer acquisition 15% within first two months

AUDIENCE USE CASE

REAL-TIME ACQUISITION
Identity-Based Activation

Challenge
- Uses offline data legacy vendor with no single sign-on or metering capabilities
- Low e-mail engagement with MailChimp
- Lacked device consolidation

Solution
- Flexible metering / gating engine enable teams to create timely offerings
- Marry offline data, real-time transactions authentication
- Closed all identity loopholes
- Implemented ONEmail ESP for all marketing campaigns

Result
- Increased paid subscriptions by 30% in first three months
- Reduced duplication in customer records while Increased open rates dramatically

GEO USE CASE

MARRY SILOS

Identifying precise audiences

Challenge

- First-party data spread across multiple systems
- Could not easily identify potential attendees within 4 surrounding states of venue

Solution

- Consolidated all data silos to provide a holistic customer view
- Deployed single registration campaign targeted to matched IPs and web visit to the official show site

Result

- Over 100K matched visitors, increased attendance and ticket sales by 12%

You Are In Good Company

Company History & Milestones

1996: Start
Former CMP Media execs co-founded web development firm

2000's
Developed websites, apps, 3rd party integrations for publishers

2010-2012
Lead Generation and reporting platform developed out of customer demand

2013
Birth of SaaS platform—ONEcount CDP to unify client data sources in a single ecosystem

Recognitions
Named in MarTech 5000 CDP category, nominated for ClickZ Marketing Technology Awards and SIIA CODiE (Best CDP)

Clients: (Partial List)

UBM
Multinational media company with 3,800 employees headquartered in London before its acquisition by Informa in June 2018.
Revenue: $966M

WILEY
John Wiley & Sons, Inc., known as Wiley, is an American multinational publishing company. Fortune 500 with 5,000 employees worldwide
Revenue: $1.8B

Ogden publications
Ogden Newspapers Inc. is a West Virginia based publisher of over 50 daily and weekly newspapers. Privately held with 3,500 employees.
Revenue: $49.9M

informa
Informa PLC is a British publishing, business intelligence, and events group. It has offices in 43 countries and around 11,000 employees.
Revenue: $1.6B

SEG SOCIETY OF EXPLORATION GEOPHYSICISTS
Geophysicists (SEG) is a not-for-profit organization supporting more than 14,000 members from 114 countries.
Revenue: $47 Million

Integrations & Partners: (Partial List)

facebook · twitter · Linked in · Google+ · Marketo · salesforce marketing cloud · Magento

LiveRamp an acxiom company · AppNexus · Google Ad Manager · DoubleClick for Publishers by Google · bombora · ExactTarget · MOAT

Let's Get Results

Joanne Persico

joanne@one-count.com

203-665-6211 x5204 · Cell: 516-456-8408

Linked in

https://www.linkedin.com/in/joanne-persico/

Clubhouse

Follow me @joannepersico

ONEcount™