



## Increase Audience Acquisition & Revenue

Create a subscription funnel that drives revenue to your bottom line.

**ONEcount** consolidates all customer touch points into a unified, identity-driven activation platform.

### THE ADVANTAGE

With ONEcount out of the box integrated tools, you can develop cross-silo segments and create business rules that deploy across multiple tactics—instantly.

### SOLUTIONS APPLIED

Seamlessly integrate data from your website forms, ESP's, web content paywalls, internal databases, third-party data, event registrations, and more to trigger advertisements, e-mail marketing to specific audience segments based on user behavior or characteristics.

Easily manage list segmentation with ONEcount's intelligent segmenting tools to add and remove users from audience segments based on rules you establish. Our Machine Learning (M/L) technology defines automated segment clusters and builds look-a-like audiences. Curating audiences you may not know exist.

*Increased subscription revenue*

**\$ \$ \$ \$ \$400K**



### THE PROOF

Client increased revenue by consolidating visits and user engagement across multiple devices and browsers.

Previously users out-smarted their gating solution by using multiple accounts, browsers and devices. After deploying ONEcount **persistent ID technology**, all user activities across devices and browsers were consolidated into a single, global profile—allowing the client to drive conversions faster.

Users were pushed to the paywall quicker, increasing **conversions by double digits**.



## Increase Lead Generation & Quality Reporting

ONEcount addresses two big challenges every lead generation program faces: identifying qualified respondents and capturing the lead data without friction.

The ONEcount solution: Target specific audiences that matter.

### ELIMINATE FORM ABANDONMENT

ONEcount continuously identifies your website visitors against opt-in audience segments. You can target specific users who your advertisers are trying to reach with offers via pop-ups, e-mails and banner campaigns.

If a user has been identified and their profile is in ONEcount, a click on the lead generation asset—whether it is a whitepaper, podcast or webinar—immediately takes them to the requested asset. No form required.

ONEcount's **progressive lookup** feature helps eliminate form abandonment by automatically pre-populating and entering quality lead data benefiting both the advertiser and end-user.

### THE ADVANTAGE

ONEcount allows you to target users who are likely to be interested in a lead generation asset, simplifying the identification steps for the user. The platform eliminates the friction often associated with lead gen campaigns, resulting in an average **lift in conversions of 32%**.



### THE SUCCESS

One client **increased lead generation by 40%** by using pre-populated forms.

Consolidated audience data reduced user friction when required to register for an event or submit profile information. This significantly reduced the rate of form abandonment and built brand loyalty.



## Membership Retention & Renewals

ONEcount combines your customer records and prospect data along with all the other important user data in a single platform.

ONEcount can proactively warn users about upcoming expiration and renewal dates when they come to your web site.

### THE CHALLENGE

A big challenge in member retention and renewals is knowing an individual's subscription or membership status before expiring and matching those identified individuals online.

### SOLUTIONS & TACTICS APPLIED

Most client renewal e-mail campaigns involve manipulating lists from various systems then, feeding them into your Marketing Automation, or E-Mail Service Provider (ESP) platform. The system works, but it's not ideal.

Because ONEcount is the only Marketing & Customer Data Platform that includes real-time targeting, it can automatically deliver custom tactics based on a web visitor's subscription or membership status the first time they visit your site.

With ONEcount, you simply create an audience target such as, "Subscription to X expires in 60 days", or "Virtual Event" early bird special expires in 15 days", to determine what tactic would be used and deployed.



ONEcount's intelligent, machine-learning architecture constantly evaluates the member or subscription status of every web site visitor, and can trigger a banner, pop-up or e-mail depending on the user's status. It can even trigger a pop-up directing them to the renewal form or landing page to further simplify the process.

### THE RESULTS

Client increased renewal rates by 30% in three months by simply deploying content metering with the ONEcount platform.



## No Audience Too Small

An affordable & effective solution for **media companies of all sizes.**

Create smarter marketing programs, **maximize CPM's**, and increase lifetime value of every website visitor.

### A MISCONCEPTION

Many publishers with niche consumer interests or B2B audiences feel their content is too narrow to be able to segment and target their audiences.

### THE PROBLEM

Smaller audiences fall victim to list fatigue from frequent over-spraying of banner ad and e-mail campaigns.

Publishers want to maximize CPM, and to do so often involves serving the ad to the entire audience—even if it means targeting unqualified consumers.

### A SOLUTION

With **ONEcount** you can more effectively target the right readers or website visitors for every campaign by defining audience profiles using the platform's **List Wizard** and creating audience segments.

By targeting campaigns more effectively you can deliver better results without annoying readers. Best of all—a better user experience is delivered to readers.

**ONEcount** eliminates barriers to entry associated with gating or lead generation forms, making it easier for readers to respond to an advertiser's call to action. Deliver better results to advertisers with higher response rates.



### SUCCESS STORY

A B2B publisher using ONEcount maximized their niche audience after deploying effective targeting tactics.

End result: Client increased their click-thru rate on banners from **9% to 22%** to serve relevant ads to identified readers.



## Increase Response Rate with Better Targeting

Optimize campaign targeting to get higher response rates.

ONEcount customers target segments and audiences based on user behavior, interests or demographics.

### CHALLENGE

Often a specialty brand will complain that their audience is too small that they don't have sufficient "critical mass" to justify targeting.

The idea of targeting a campaign at a subset of a small segment to get a higher response rate seems counter-intuitive, but it works.

### OPTIMIZE SEGMENTATION

Segments typically target users based on a single interaction. This limited targeting has minimal value because it does not factor all customer attributes like behavior, purchase history, web-browsing engagement, offline data, etc.

When you have unified, aggregated customer data at your fingertips, you can target personalized multi-channel messaging to those audiences more relevantly with cross-tactic campaigns.

ONEcount allows brands to reach customers and qualified prospects more effectively. Specific targeting results in an increase in response rate.



### SUCCESS STORY

Similar to how advertisers shift ad spend around from channels that don't work to channels that do, this DTC brand created new campaigns using loyalty rewards data, past purchases and geographic data to target customers with relevant offers.

Client saw a **20% response increase** to their marketing campaigns.

"This is nothing more than shifting marketing dollars from customers who won't respond to customers who will."

-ONEcount Client



## Meter Content through Gating & Paywalls

Easily setup paywalls/gating rules for content, asset resources, paid products.

A frictionless experience increases conversions, leads and sales using ONEcount's identity technology.

### ACCESS MANAGEMENT

Powerful single and social sign-on capabilities allow users to quickly and securely login into account. Once logged in, a user can access all content across websites and account data from cross channels—and devices.

Without the ONEcount solution, users have to sign-in to multiple accounts for different purposes, like to access: premium content (CMS), account information and billing (fulfillment vendor portal), or shopping (e-commerce).

ONEcount captures all of a user's accounts, including social logins, and consolidates them into a single user ID. Once the single user ID is created, the user is known as they move across devices or browsers.

### A BETTER USER EXPERIENCE

Using this capability is beneficial to both the publisher and their customers:

- 1 Users are able to easily access and modify their accounts in one single ecosystem.
- 2 Publishers get a holistic view of user behavior by tracking and collecting data across channels, properties and devices.



### END RESULT

A client with 91 million annual page views, deployed ONEcount's platform as a single sign-on, gating, and paywall solution. This created a seamless experience across their digital enterprise.

The new ability to gate assets and specific areas of their site, using cross-tactic analytics enabled them to optimize their digital strategies resulted in significant revenue growth. New subscribers who were served the paywall converted at a rate of 30%.

“User-level engagement and behavior data captured by ONEcount has been instrumental in decision making to lower the free article count .”

—Director of Marketing & Ad Operations



## Identify without Gating/Restrictions

ONEcount is the only platform that deploys a seamless fabric of identity across your entire organization.

When users are identified on one channel, profile data can be activated across all other channels.

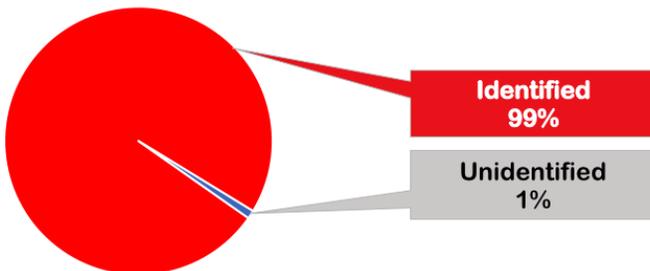
### THE ADVANTAGE

Most people think you have to gate content in order to find out who your web site visitors are. Not true, if you are using ONEcount.

### SOLUTIONS & TACTICS APPLIED

With ONEcount, once a user is identified they remain identified across all of that company's properties, whether the content is actually gated or not. If the user deletes their cookies or gets a new device, no problem. ONEcount will continue to track the person as an anonymous individual until it is able to identify them again. Once the user is re-identified all of that "anonymous" behavior is tied back to that user's identity.

This gives marketers the ability to use cross-tactic traffic drivers like e-mail, interstitials and banners to drive traffic to any web property, gated or not.



### END RESULT

One client using ONEcount was able to achieve a **99-percent identified** audience for a non-gated microsite.

Within ONEcount's **List Wizard** the client was able to curate the exact audience segment by demographics, key KPI's, content consumption and past behaviors. Then, they created targeted campaigns with relevant messages to their identified audience.

Imagine that! Nearly every visitor to the microsite was identified by the platform prior to accessing the site.



## Eliminate Bots: Increase CPM

Ensure that paid banners are only served to human, and identified users, guaranteeing **100% advertiser satisfaction**.

### CHALLENGE

Every advertiser today has tracking pixels embedded in their banners and most are demanding high viewability and low non-human or invalid traffic (IVT) numbers. Too many publishers are stuck over-delivering impressions just to make up for impressions that the advertiser's measurement team has decided are non-human.

### SOLUTION

ONEcount helps you eliminate this waste in two ways:

**1** First, ONEcount allows you to only target identified, "known" site visitors with banners. This guarantees that no bots or spiders are served paid banners and interstitials. If you can effectively target an advertiser's message to visitors who can and will buy the advertiser's product, you're not serving ads to irrelevant web site visitors, or non-human visitors.

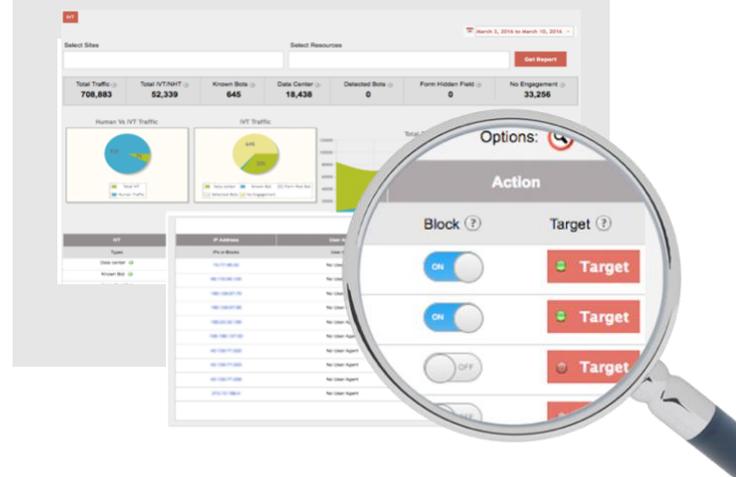
**2** Second, ONEcount's integrated **Invalid Traffic Targeting Engine** allows you to target house ads and other non-paid creative at traffic that ONEcount determines is probably not human. This means creating a banner campaign of non-paid banners, and then "targeting" those banners at traffic that ONEcount determines is IVT.

ONEcount collects viewability metrics from vendors, like MOAT. Raw data is absorbed and reported in a side-by-side integrated dashboard, laying in the "who" providing identity insights satisfying advertisers viewability demands.

### RESULT

Most clients report a **reduction in their invalid traffic in 3 days**, by simply using ONEcount. Enjoy the result of near zero invalid traffic reported by advertisers following implementation.

One client reported a **50% reduction in IVT numbers in one day**.





## Compete Effectively Against Google & Facebook

ONEcount levels the playing field by giving you the same set of highly-integrated tools that the Goliaths use—at a fraction of the price.

Reach the right audience.

### THE SITUATION

Marketers struggle in the digital advertising landscape, often complaining that they are competing for advertising revenue with Google, Facebook and other big ad networks.

Most ad networks have large audiences, but they are opaque systems that **don't have a strong ability to show results.**

### COMPETITIVE ADVANTAGES

Clients using ONEcount, on the other hand, have two competitive advantages:

- 1 A strong, interested audience base.
- 2 A valued relationship with the customer.

Marketers create destinations for customers to get information and inspiration. Audience interests and behavior define their affinity classifications, creating context. Social networks and search engines are gateways to other things.

The context of visitors gives you an edge to compete in the advertising sales realm. Adding ONEcount to your portfolio adds feature offerings advertisers increasingly seek.



“Today’s B2B media world runs on customer data, whether it’s used to target ads or customize email or generate leads, which means a CDP is not optional if you want to remain competitive...ONEcount gives us that advantage.”

-ONEcount Client



## Data Security & GDPR

Defend your data against breaches, hackers and law violations.

**Protecting Personally Identifiable Information (PII)** has always been at every stage of ONEcount's initial and ongoing development.

### THE SITUATION

As of May 2018, the European Union's (EU) General Data Protection Regulation (GDPR) will gain regulatory power and effect how businesses worldwide handle customer data. GDPR's core mission is to give the public more control over how their data is collected and controlled. Clearly, the new regulation will *really* affect how marketers do their job.

The EU has always aggressively protected consumer information collected by companies. Now, GDPR law makers have the authority to penalize businesses who do not protect personal information.

ONEcount has been following the evolution of GDPR since the laws approval in April 2016.

### THE SOLUTION

The ONEcount platform supports GDPR and privacy compliance.

When users opt-in to a newsletter or sign-up for an account, clients can customize the process for users to give consent.

The platform allows users to manage collected data from all sources in a unified preference center. ONEcount uniquely stores record data for 3 years. This easily allows clients to review what data is collected about customers and gives them the ability to manage customer profile data.

### DATA SECURITY

For data security, ONEcount built its own private cloud, ensuring all data is warehoused in privately leased data facilities, not in unsecure, public facilities like Amazon

Web Services (AWS) and similar providers. Customer data is not shared with any third-party without a specific request from the customer.

ONEcount uses some of the most reliable technology, like Cassandra, Spark, and Hadoop to ensure optimal performance and maximum security for client's data.



"ONEcount's comprehensive customer ecosystem enables us to manage customer data in a single unified preference center."

-ONEcount Client