

customer case studies

Prepared by

Joanne Persico • President & Co-Founder
joanne@one-count.com • M: 516-456-8408



B2B Case Study

Actionable Insights



Challenge

- Disparate data sources
- Separate analytics and measurement reporting
- Lack of precise targeting across customer touchpoints



Solution

- Consolidated and unified data across entire ecosystem
- Standardized data collection for lead generation reporting
- Curated Buyer Influencers segments coupled with custom actions



Result

- Increased paid subscriptions by 18%
- Launched sponsored topical newsletters based on aggregated analytics

Lead Gen Case Study

Frictionless user experience



Challenge

- Medical professionals don't fill out apps
- No single source of data collection
- Lack of relevant marketing activation to job seekers

Solution



- Pre-populated job applications
- DExTr data exchange engine fed leads directly to sponsors
- Used List Wizard to target e-mail campaigns to specific medical specialties

Result



- 40% conversion of completions, reduced form abandonment
- Higher Cost Per Lead on relevant fields and job titles
- 85% of leads were qualified



Event Case Study

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%



Marketing Case Study

Behavioral cross-channel activation



Challenge

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



Solution

- Geographically-target users at an in-person event, filtering known vs unknown visitors and deploying unique pop-ups for each type of user



Result

- Over 2,600 users engaged in a two-day period
- Pop-up campaigns with more than 6,800 views
- Increased click-thru traffics by 20%



GEO Case Study

Offer sponsors targeted reach



Challenge

- Sponsors want deeper insights, richer demographics and exact audience reach across product offerings
- Eliminate wasted impressions



Solution

- Used List Wizard to slice and dice audiences by any engagement, demographic or behavioral intent in minutes to curate right audiences
- Real-time campaign metrics including A/B testing pop-ups, landing pages and forms



Result

- Delivered quality leads for dealers and mobile reach to younger demographic

B2B Case Study

Demand Gen & Conversions



Challenge

- Convert anonymous visitors to known/identified users
- Lack of e-mail engagement with third-party systems
- Need for precise targeting based on behavioral intent and ABM tactics



Solution

- Stitched profiles across web and e-mail
- Created segments based on top, middle and bottom of the funnel
- Implemented ONEmail ESP for automated sponsored campaign sends



Result

- Delivered quality leads throughout the entire campaign
- Increase in web engagement, CTRs and impressions by 20%

DTC Case Study

Unified view across channels



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

B2B Case Study

Global identity across network



Challenge

- No global registration and access management across 38+ sites
- Lack HCP targeting and automated reporting for key agencies and advertisers



Solution

- Global sign-on, social log-in tied to unified user database
- Google Ad Manager/DFP integration enabled 1:1 banner targeting
- List matching abilities against data lake
- DExTr's secure data feed aggregated all campaign metrics



Result

- Launched sponsored hubs with over 85% knowns on ungated sites
- Increased CPM from \$125 to \$475

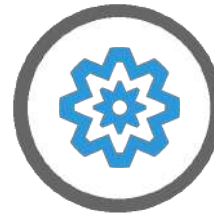
Identity Case Study

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%

Subscribe Today

Get award winning reporting from a source you trust

Best Deal

6 Day Home Delivery +
Unlimited Digital

OVER 50% OFF

Sunday Home Delivery
+ Unlimited Digital

Unlimited Digital
Access

Paywall Case Study

Frictionless user experience

6 Day Local Home Delivery + Digital

START NOW

Sunday Local Home Delivery + Digital

SIGN UP NOW

Digital Only

SIGN UP NOW



Challenge

- Lack of flexible paywall modeling using MediaPass
- Needed ability to meter content

Solution

- Implemented paywall across 40 newspaper and weeklies
- Created 35 segments based on cross-silo analytics—tied to PII
- Implemented ONEmail ESP for automated daily newsletter sends



Result

- Launched contest series based on content consumption
- Increase in web engagement, CTRs and impressions by 20%



Audience Case Study

Unified Customer View



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