AUDIENCE CASE STUDY

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
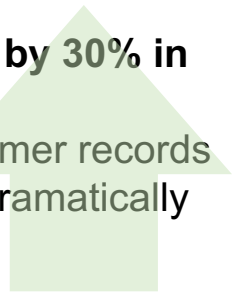
MEMBER CASE STUDY

Challenge
- Member management system was siloed
- Lacked 360-degree customer view
- Marketing team of 3 could not deploy multi-channel campaigns without IT involvement

Solution
- DExTr – Mapped Personify, Informz, events reg data to create unified view
- Created various campaigns thru the Segmentation Builder and pop-up builder
- Improve member communication with personalized messaging based on member status

Result
- **Saw 22% jump in unique form completions** by deploying Incomplete Profile campaign with weekly pop-up
- Identified over **3,200 members** across all social channels in less than 5 months

IDENTITY CASE STUDY

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
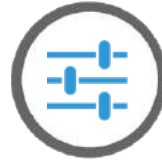- Created sub-disease state segments and targets based on content consumption

Result

- Increased the number of identified HCPs
- **Increase traffic by 30%**
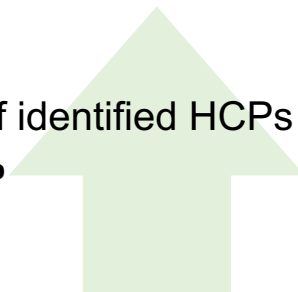
DATA CASE STUDY

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**
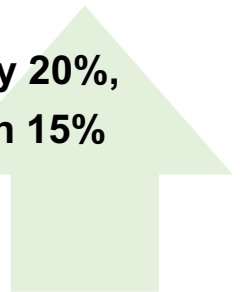
IDENTITY CASE STUDY

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**

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

- Target and segment users filtering known vs unknown visitors and deploying unique pop-ups for each type of user

Result

- More than 2,600 users engaged in a two-day period
- Pop-up campaigns with more than 6,800 views
- **Increased click-thru to show site by 20%**

DEMAND GEN CASE STUDY

JOB BOARD PORTAL
Frictionless user experience

Challenge
- HCPs 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 (CPL) on relevant fields and job titles
- **85% of leads were qualified**
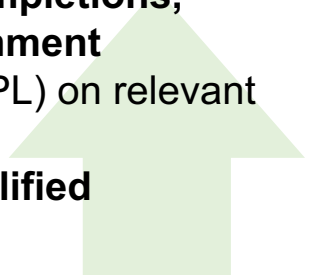
GEO CASE STUDY

Targeted Reach
Eliminate wasted impressions

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

EVENT CASE STUDY

Increase Attendance
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 115K matched visitors, **increased attendance and ticket sales by 12%**

FIRST-PARTY DATA CASE STUDY

Acquire Subscribers
Analytics drove key segments

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

PAYWALL CASE STUDY

Challenge

- Lack of flexible paywall modeling
- Needed ability to meter content
- Could not easily feed transaction in legacy accounting system

Solution

- Implemented paywall across 52 newspaper and weeklies
- Created tombstone landing pages with multi-tier subscription options
- Data feed engine feeds Intrix daily transactions
- No hard coding of rules within their Content Management System (CMS)

Result

- Using metering model, saw an **increase in sign-ups, CTRs by 18%**
- Created **flexible pricing model** for different brands, geographic regions

Let's get results

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