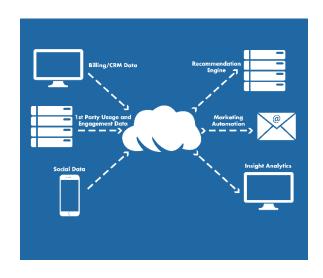


A Customer Data Platform (CDP) built specifically for B2B Publishers

LEARN · ACT · GROW

Yes, a CDP that brings together all the data from your marketing, sales, and audience usage tech stack into a unified database with excellent segmentation capability for marketers. This centralized data source of record establishes a true data warehouse for publisher stakeholders in Sales, Marketing, Content and Product Development, not just an integrated marketing hub like other CDP applications.

- Unified Audience Database creates integrated database from all data across the organization for a 360 degree view of customer, prospects and status of all activities so there becomes one source of the truth across the entire firm
- Accessible to Third Party Systems by using the centralized customer data platform to orchestrate activities, the results can be integrated with existing tools in the publisher's marketing tech stack. These include the CRM, marketing automation and ad servers
- Recommendation engine provide an exceptional user experience tailored to each person to enjoy a true personalized experience by viewing relevant content and ads based on data driven recommendations through Rest API tools feeding your apps



- Intuitive Marketing Platform create
 targeted segments by using the
 behavioral web and app interests along
 with customer demographics from CRM
 or ERP systems to target focused
 segments. Marketers can send these
 focused messaging to these segments
 through email, social media and
 advertising re-targeted campaigns. The
 result includes increased engagement
 with existing accounts and a larger
 known audience from anonymous users
- Full Analytics Warehouse with insights across the organization, each department can achieve their goals.
 Sales can up-sell and cross-selling highusage customers through predictive lead scoring. Editorial can understand content needs and publishers can prove audience to advertisers



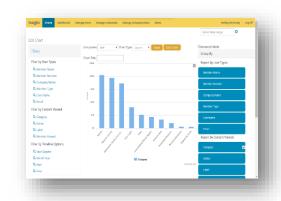


Product Functions

Chart Creation

Charts are very easy to create. End users find it much easier to use than traditional BI tools because the app has the familiar feel of many retail sites on the internet: Click a button to set filters and then select the fields you wish to report on.

All of the options are presented in a clear and understandable way. If a user wants to measure counts, dollars or whatever, all the options are readily apparent and jut a click away.



Filters to Refine Scope

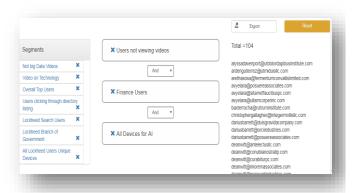
Filters are so easy to set. When clicked, the filter option opens a new window allowing the user to search for whatever they want or just click on the items they wish to include.

The user has complete control to select complex search terms with a great "type ahead" feature. The user always knows from the breadcrumb what filters they have already selected.



Segmentation

Marketers can very easily create targeted segments for precise messaging. There are endless combinations for selecting what users are viewing on your web site or mobile apps. The user can save these segments or add new ones to ensure that the campaigns they create and export out to marketing automation or ad retargeting have the highest probability of success. The user has complete control to select complex combinations of segments.







Collaboration

Users can easily share dashboards and charts. The receiving user then can decide whether to accept the charts or dashboards, or decide to reject them. After accepted, the user can modify any chart or dashboard to meet their needs.

Security is applied at an organization or role level within your organization to ensure that only the users with the rights get to see the shared data.



Alerts

Many times, a user wants an automatic notification if there is a change in user behavior. Alerts are easy to set. Just select the area of focus and what fields you want to monitor.

Alerts are checked every day to determine if the usage or purchase increase or decrease by a certain percentage. You can set a comparison timeframe: daily, weekly, monthly or year over year. Emails of any alert are automatically sent.



Mobile Friendly Interface

All of the pages for charts and dashboards are responsive and can be viewed on a mobile devices. When viewing a chart or dashboard, the item automatically scales to the screen size of the device making it easy to stay on top of business activity even when you are on the road.



Dashboards

Create a unique set-of dashboards for each group of users in your organization. Dashboards are a major component of Audience Insight360 - your users quickly see a timely snapshot of areas of interest to maximize sales, account utilization and product usage.



