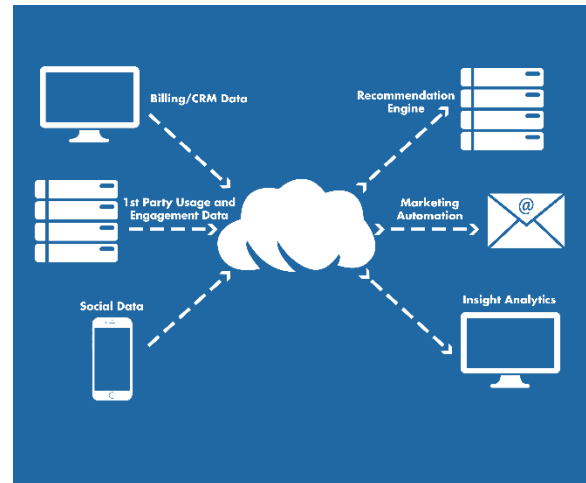




A Customer Data Platform (CDP) built specifically for B2B Publishers

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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.

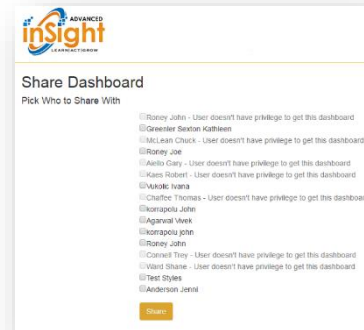


- **Unified Audience Database** creates integrated database from all data across the organization for a 360 degree view of customer, prospects and status of all activities so there becomes one source of the truth across the entire firm
- **Accessible to Third Party Systems** by using the centralized 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 high-usage customers through predictive lead scoring. Editorial can understand content needs and publishers can prove audience to advertisers

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.

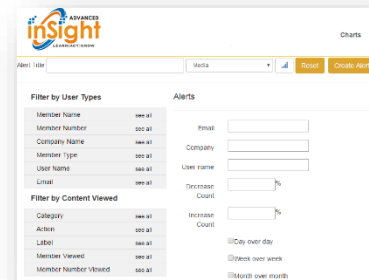
Security is applied at an organization or role level within your organization to ensure that only the users with the rights get to see the shared data.



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.

