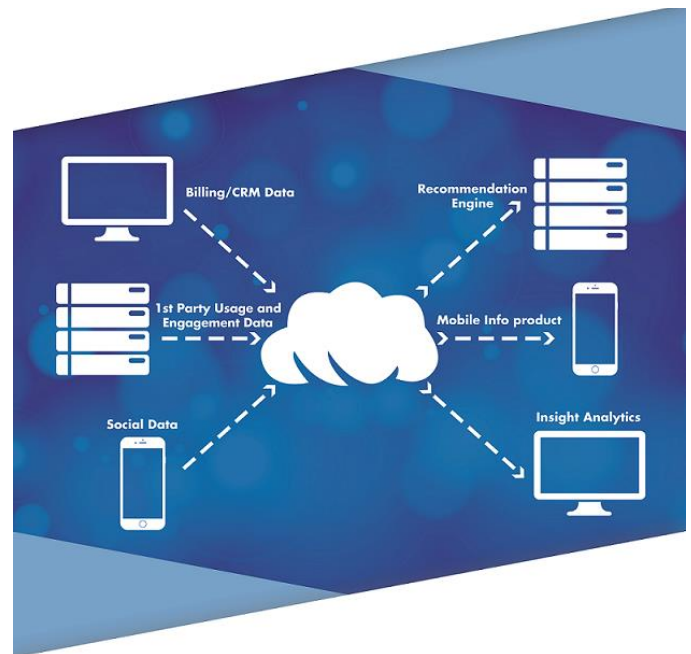


Finally, a Customer Data Platform (CDP) built just for B2B Publishers

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Yes, a CDP that brings together all your data from marketing, sales, and audience usage applications in your tech stack and places it into a unified database, and with excellent segmentation capability for marketers. Further, this centralized data source of record platform establishes a true data warehouse for all publisher stakeholders, not just an integrated marketing hub like other CDP apps.

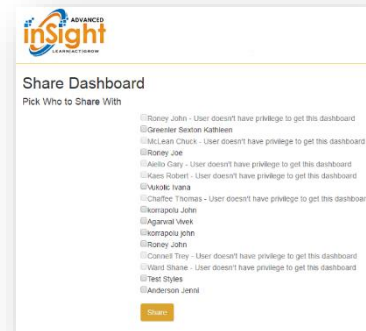


- **Marketing Teams** can use data from the unified database to create targeted segments by using the 360 degree view of web and app activity along with customer demographics from CRM or ERP systems. These new virtual market segments receive focused messaging through email, social media and advertising re-targeted campaigns. The result is saved renewals, up-selling existing customers and new revenue.
- **Sales and Account teams** can now achieve an up-lift in revenue by cross-selling high-usage customers into additional subscription products information while up-selling high-usage companies into purchasing more seats. Advertising sales grow through better re-targeting and effective usage reporting to justify ad spend.
- **Product and Editorial teams** can see exactly how customers and prospects are interacting with their data products and tools, which will direct product development investment into areas where customers find the most value.
- **Customers and Prospects** enjoy a true personalized experience by viewing relevant content and ads based on data driven recommendations through API tools feeding the apps which are most familiar.
- **Advertisers** can use advanced placement options and gain a better understanding of ROI through self-service reporting tools.

Collaboration

Users can easily share dashboards and charts. The receiving user can then 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.

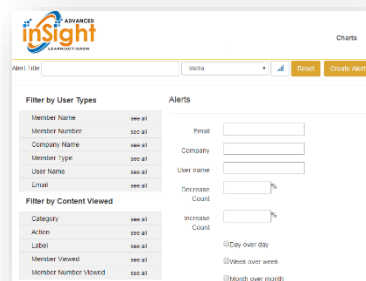
Security can be applied at an organization, or role level within your organization to ensure that only the users with the correct rights get to see the shared material.



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.



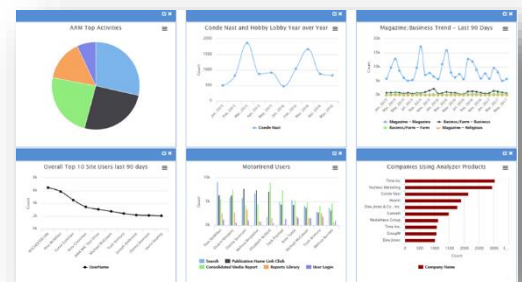
Mobile Friendly Interface

All of the pages for charts and dashboards are responsive and can be viewed on a mobile device. 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. User have the ability to share or set alerts from their mobile device.



Dashboards

Create a unique set-of dashboards for each group of users in your organization. Dashboards are a major component of Audience Insights360 - your users quickly see a timely snapshot of areas of interest to maximize sales, account utilization and product usage.





Product Features

The **Audience Insight360™** platform helps you bring all the information throughout your organization into one place for a 360 degree view of your audience for building new market segments and campaigns quickly. All interactions are tracked including email, social, on-line/app usage, and purchases. Integrations can be customized for each customer to ensure all disparate data is include in the information warehouse.

Understand your Audience

Gain a complete picture of all interactions with customers and prospects by having all your data in one place. From all the material the audience viewed on your web site or app, which email campaigns resonated most with them, and which content was used most for social sharing, the actionable intelligence is only a few clicks away. The system includes segmentation on industry and job function for more targeted campaigns.

Act on Intelligence Gained Against New Virtual Population Segments

Develop new campaigns for prospect and up-sell targets based on all the information available. New campaigns targeted to trial/non-subscribers based on which topical content they are consuming on your web site or mobile applications. Promote other products to customers based on which events they are attending. The possibilities are endless.

Personalized Experience Manager

Provide a personalized experience to prospects and customers by leveraging their interests through precise recommendations of relevant content, events, newsletters or specific channels that users are exploring by suggesting content that similar users have been consuming. This can be accomplished by calling the very easy to use Rest API for recommended content, ads, and directory listings for each customer or prospect. The system even provides recommendations to prospects based on a returning cookie.

Effectively Manage Advertisers and Targets

Effectively inform advertisers in regard to the demographics of the individuals clicking through their advertising and directory listing entries. This reporting can be done through sharing, collaboration options or through an advertiser self-service portal. Add value to advertising targeting through detailed topical analysis on specifics of what information the customer/prospect is reading and which advertising would be more likely to convert.



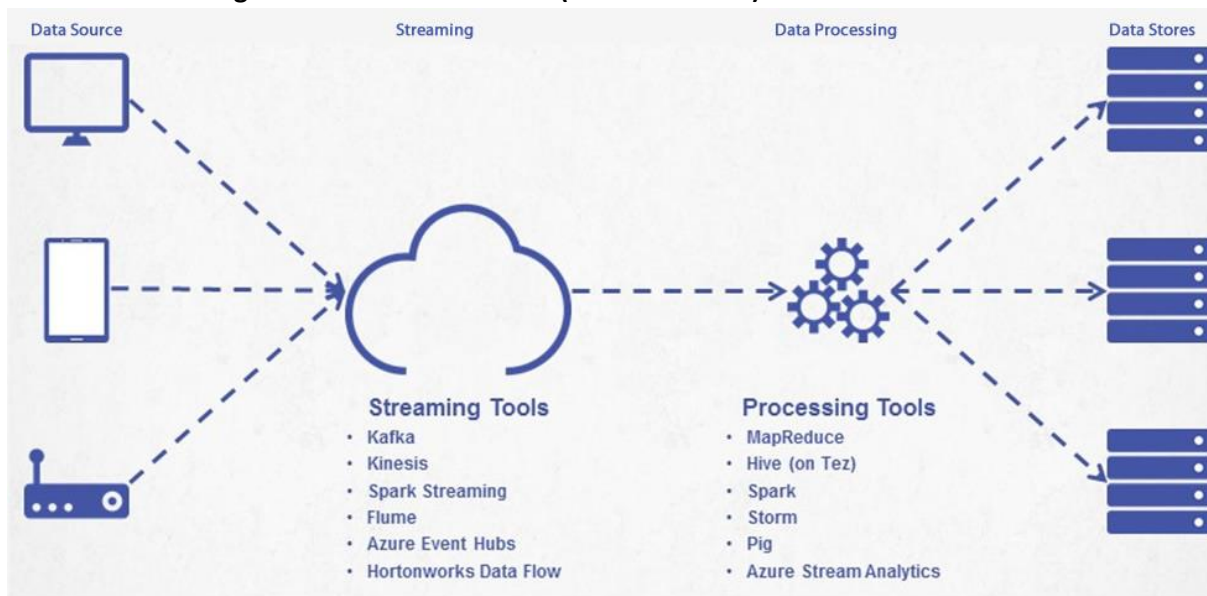


Technology You Can Count On

Audience Insight360™ is powered by the world class Insight Intelligence Engine. This engine can intake data from ANY raw source—from log files, customer files, and billing databases to CRM data—and normalize, tag and organize this typically hard-to-combine data in new and unique ways. The Intelligence Engine then ports this information, in real-time, into the SaaS-based Insight™ platform—providing multi-dimensional analysis, visualization, charting and deep analytics that makes Audience Insight™ so valuable to subscription businesses.

The cloud based big data technology architecture enables access to information that is fault tolerant, flexible and scalable. Using server clusters and scalable search tools, the application is very responsive and facilitates data discovery at the speed of thought. Access to data can be shared with other enterprise applications through the standard REST API while charts and dashboards can be shared in native form via JavaScript APIs. The architecture scales up from tens of millions to hundreds of millions of records.

Transforming customer usage, events (emails, social interactions, and social shares) and Customer data into usable Big Data formats like Search (Elastic and Solr) and Data Warehouse frameworks.



About Advanced Insight

Advanced Insight360™, a SaaS-based business intelligence technology that helps companies achieve greater profitability and revenue by unlocking hidden Insight within data and information assets. The insight technology leverages hard-to-combine data including log files, customer files, billing databases and CRM data to deliver unique multi-dimensional analysis and visualization. The company offers five real-time solutions: Enterprise Insight360™, Sales Rep Insight™, Prospect Insight™, and Search Insight™.

