

Tailored DMP

We gather, integrate and manage 1st, 2nd and 3rd-party data.

We have more than ten years of experience managing our own data and third-party data, helping brands create their own custom data platforms. We gather, integrate and manage all the data around a brand: from their own data to 1st, 2nd and 3rd-party data. The aim is to optimize data through audience clustering and management, customizing each of the brand's touch points. This translates into greater notoriety and engagement and a higher conversion rate and ROI.

Some of the data that we integrate:

- › **CRM**
- › **Own Sources:** Website, landings, newsletter.
- › **Apps**
- › **Online Activity:** Media, Emailing, Social.
- › **2nd Party Data**
- › **3rd Party Data**

How do we do it?

- › We track the brand's own environments: websites, landing pages and newsletters by products and funnel depth.
- › We cross-reference data with the CRM system to integrate client data.
- › We integrate data with the DMP.
- › We define relevant territories for the brand.
- › We create customized messages by product, with a focus on different interests, etc.

Benefits

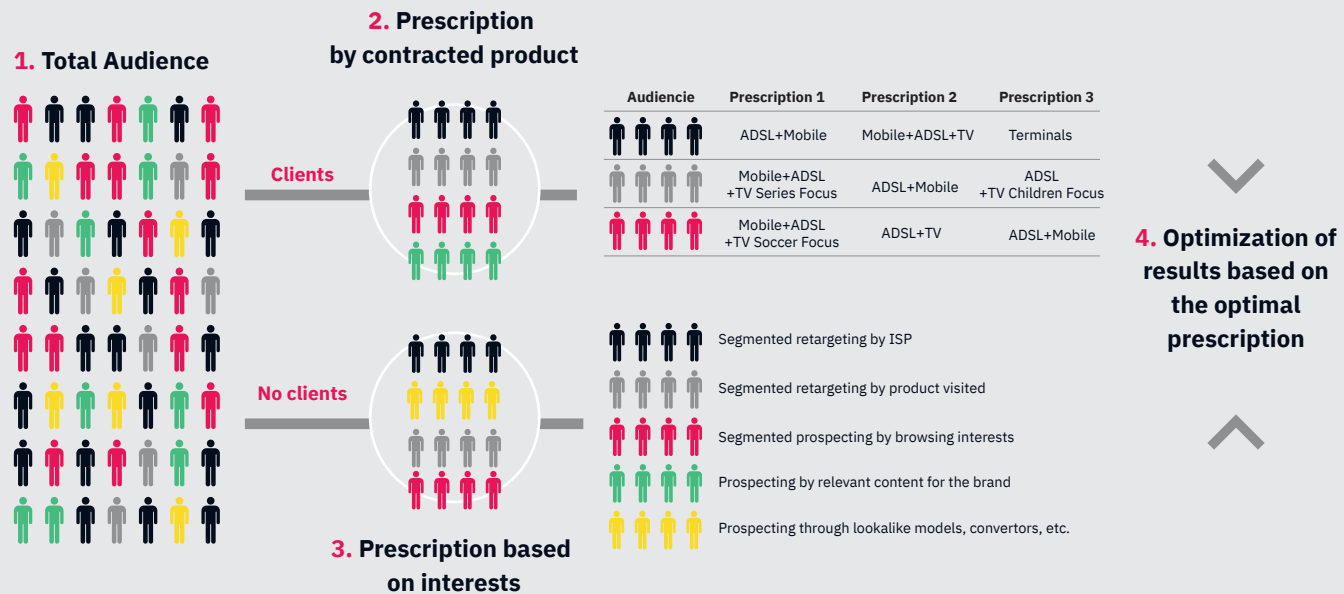
- › Increase our clients' profitability, offering higher added-value products than that contracted by linking 1st, 2nd and 3rd-party data.
- › Offer the clients complementary products which increase their value.
- › Adapt user-to-user communications to impact consumers with customized products based on their interests.
- › Implement prospection strategies based on lookalike models.
- › Optimize their investments in marketing and media by implementing a data-driven strategy, only impacting the relevant audience with the appropriate message.

Telecommunications industry

Challenge

Customize communications based on the target audiences (clients and non-clients) according to their interests and needs while avoiding the inefficiency of bulk campaigns.

Strategy



Results

Reach:

- › Reach of +28M relevant UU per month (clients and non-clients).
- › +2.5M clients and +6M non-clients impacted.
- › Media leads generated: 8.5K/month.
- › +70 active clusters per month.

Customized and exhaustive audience segmentation:

- › **Clients:** : Increased up-selling, cross-selling and loyalty towards the brand; audience optimization based on browsing interests.
- › **No Clients:** We created and identified different audiences according to:
 - Specific ISP
 - Browsing interests
 - Lookalike models for convertors
 - Interest in products, etc.

New territories of interest:

- › Users interested in specific content, e.g., changing house.
- › By stage in life: young, women, families, etc.
- › Attracted to savings/discounts.