DMP and Data Stream for Web2Metrics

Web2Metrics - a company which provides solutions for call centers - developed a new product based on Data Stream. The growth rate of new revenue stream achieved up to 400% monthly.

Overview

Web2Metrics offer solutions for increasing call center efficiency. One of the company’s product - Persometrics - use knowledge about clients to make personalized conversations.

Web2Metrics needed data about online users’ behavior to prepare detailed profiles. OnAudience.com team offered the OnAudience.com DMP integrated with the stream of raw data generated by millions of users - Data Stream.

Our goal was to create reliable profiles of internet users and we needed high-quality data that included various information about online behavior. OnAudience.com proved that is an effective partner who truly understands our business. They tailored a DMP technology to our specific needs and the provided data was of the highest quality, which helped us achieve great results in campaigns where we used created segments for targeting.

Dominik Wałęga, CEO - Web2Metrics

Goal and strategy

Web2Metrics wanted to improve the efficiency of call center conversations, better predict the client’s needs and tailor the talks to interlocutor’s personality.

The company needed data about online users collected from an external source and wanted to enrich data gathered in CRM systems with a type of personality by Carl Jung (e.g., introvert/extrovert).

Solution

OnAudience.com team implemented a Data Management Platform to collect all data about clients in one place. We use an individual ID (hash) for every client. It allowed us to match the data about the online activity (cookies) with the client’s CRM systems.

We used Data Stream service - a stream of raw data about Internet users - to provide big data sets that can be analyzed and modeled by client’s machine learning algorithms.

Web2Metrics’s algorithms created behavioral profiles and connected them with one of the types of personalities by Carl Jung.

Ready segments, complemented by type of personality were created on a DMP platform and then licensed to DSP platforms to be used in retargeting campaigns.
Using data for CRM enrichment

By using a raw data stream, Web2Metrics developed its own product which helped them open a new revenue stream.

Using data and a DMP for prospecting

Web2Metrics provides solutions for improving the efficiency of call center selling process by using Artificial Intelligence and Machine Learning algorithms. The company’s services are focused on increasing marketing effectiveness: from displaying ads to the right group to maximizing the number of sales.

The results

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- 400% revenue growth monthly
- 150% forecasted ROI after a three-months period

About Web2Metrics

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About us

OnAudience.com is one of the biggest data providers in the world with a database that includes over 50 billion user profiles from 200 markets globally. We have developed proprietary DMP technology, which serves to store, analyze and monetize data.

We are a part of Cloud Technologies Group which specializes in Big Data Marketing and provides solutions for data monetization. Cloud Technologies is one of the fastest growing tech companies in Europe.

We provide high-quality data in compliance with GDPR

- Legal analyses confirmed compliance of our products with the GDPR
- High quality of our data is confirmed by Nielsen Digital Ad Ratings
- We process data in compliance with Transparency & Consent Framework 2.0

Contact us: hello@onaudience.com