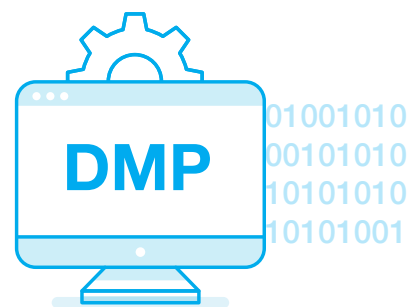


Data integration for a global consumer electronics company

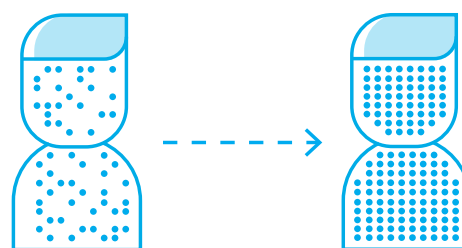
Our client has enriched **over 14 million user characteristics** thanks to data integration with the use of the OnAudience.com Data Management Platform.



Overview

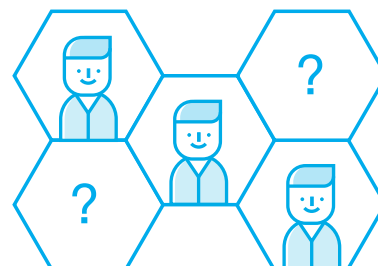
As a part of the development of data-driven marketing, our client – a global consumer electronics company – was looking for a partner who will enrich offline CRM data and/or online data gathered in the Data Management Platform.

Thanks to the enrichment process, the client wanted to better know online customers and create more personalized messages that would improve marketing activities.



Challenge

As a global B2C company, our client had millions of profiles stored in CRM. So finding the best way to match the right profiles with OnAudience.com data was challenging. Our DMP that stores billions of users' profiles across the world helped us to meet the needs of the electronics company.



Goal and strategy

Our collaboration with the client based on providing high-quality data that would support the business of the global electronics company. Our goals were to enrich data owned by the client (1st party data), create new audience segments for programmatic campaigns, optimize media planning and purchase for all product groups, and reach users with personalized messages.

To enrich the client's data we based on email addresses and cookies. The whole process helped us to:

- broaden knowledge about users' online behavior and preferences,
- create 360-degree customer view
- implement cross-selling and up-selling techniques

As a central platform for the data integration process, we used our DMP.

Tools and resources

OnAudience.com

- Mailing Exchange 3rd Party Data
- Data Exchange 3rd Party Data

CLIENT CRM

- 1st Party Data

RESEARCH COMPANY

- Geotargeting data
- Sociodemographics data



CAMPAIGN OPTIMISATION IN DSP
Google DoubleClick, AdForm

- Personalization,
- Product selection,
- Selection of message,
- Selection of time,
- Selection of location,
- Selection of equipment for transmission

DATA ENRICHMENT

- Broadening knowledge about Clients
- Creating 360-degree customer view
- Cross-selling / up-selling
- Customer granulation

The results

After data integration process, our client could analyse its customers' profiles, design personalized marketing scenario (inc. call center personalized contact), design better customer journey to increase engagement, and perform deeper risk analysis.

14 M

enriched user characteristics based on client's cookies

700k

enriched user characteristics based on hashed MD5 email addresses

About us

OnAudience.com

OnAudience.com is one of the biggest data providers in the world with a database that includes more than 27 billion anonymous user profiles. 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.

50 Technology Fast 50 2017 CENTRAL EUROPE Deloitte.

500 Technology Fast 500 2017 EMEA Deloitte.

FT 1000 Europe's Fastest Growing Companies

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 only anonymous data