

# Data integration on DMP OnAudience.com

**Case Study**

**Client: International consumer  
electronics company**

Convert Big Data  
to Smart Data

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## Case Study

### Project Overview

As a part of the development of data-driven marketing, Client was looking for a partner who will enrich offline CRM data and/or online data gathered in Data Management Platform.

### Assumptions

- Collaboration based on providing high-quality data supporting Client's business
- Integrate with DSP of at least several partners

### Goals

- Enriching 1st party data
- Development of user segmentation
- Optimize media planning and purchase for all product groups
- Reaching the user by personalizing communication

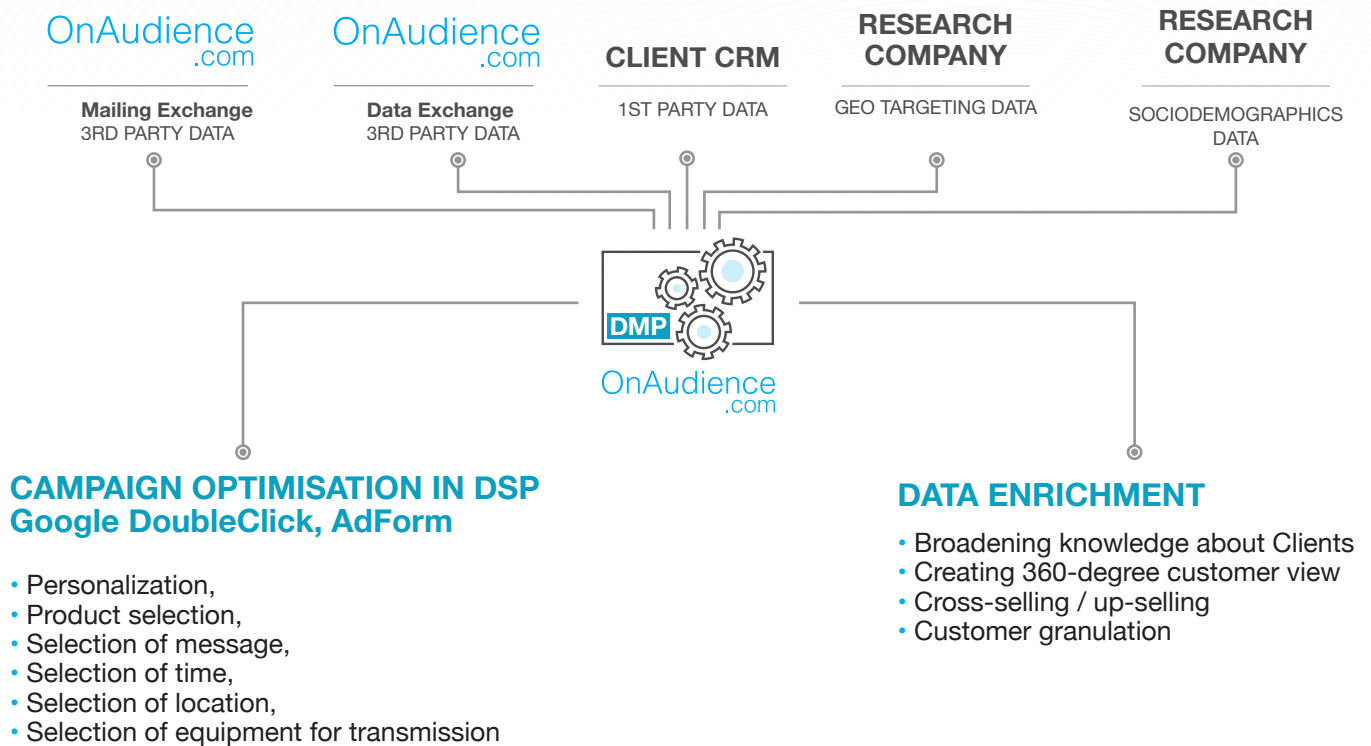
### Assumptions

- Enriching data based on email addresses and cookies
- Integrate with DSP of at least several partners

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## Case Study

### Tools and resources



### Result

We have enriched

- Almost **14** millions user characteristics (intents and interests) based on client's cookies
- Over **700** thousands characteristics based on hashed MD5 email addresses

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

Check how to use DMP in your company  
Contact us: [hello@onaudience.com](mailto:hello@onaudience.com)