

ENSIGHTEN PULSE

Drive First-Visit Personalization and Enhanced Insight

The customer journey starts well before visitors get to your branded channels. It starts offsite—through digital advertising, online video, Internet of Things (IoT) devices and other key touch points. Pulse enables stitching of many pieces of information from offsite and onsite to enhance the customer experience.

FIRST-PARTY OMNI-CHANNEL DATA COLLECTION



COLLECT DATA FROM ALL TOUCHPOINTS

Through a programmable pixel, Ensignten allows for the collection of first-party data from key offsite and onsite sources, including digital advertising, email, videos and more. Use this data to power first-visit personalization, enhanced attribution and other mission-critical use cases.



CREATE 360° CUSTOMER VIEWS

Integrate offsite, onsite and offline data collection to inform your customer journey initiatives, creating more holistic views than ever before. Ensignten can collect offsite customer interaction information as first-party data, giving you complete data ownership and control.



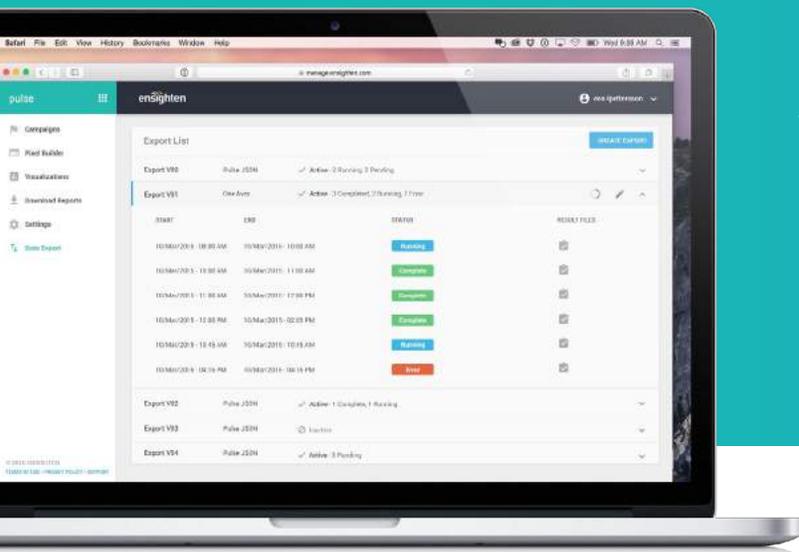
FUEL FIRST-VISIT PERSONALIZATION & MORE

The customer journey does not start when visitors get to your site. It started way before, via interaction with digital advertising and other key touch points. By capturing this data, you can serve more in-the-moment, relevant content to increase engagement, conversions and many other call to actions.



CREATE MORE ROBUST CUSTOMER PROFILES

Boost your customer profile strategy with robust omni-channel data. This data can be integrated into your existing profiles to create a more powerful foundation to fueling personalized, real-time action across your marketing technology stack.



"By using Ensignten to improve our vendor attribution and visitor retargeting, we achieved a 2.4x ROI in the first year alone of using Ensignten."

SONY

POWER ADVANCED CUSTOMER USE CASES & MARKETING APPLICATIONS

> Enhanced Attribution

Optimize your marketing spend to determine which programs and campaigns are yielding the highest ROI. Configure your first-party pixels across onsite, offsite and mobile devices to gain critical insights.

> First-Visit Personalization

Understand the journey before a visitor lands on your site, enabling you to serve personalized content and offers on his or her first visit, which boosts customer satisfaction and revenue.

> Improve Ad Effectiveness

Make advertising dollars go further by controlling ad delivery of campaigns, tactics, channels, and vendors. Minimize ad waste, target interested customers, reallocate ads on the fly to hand raisers, record all channel performance across channels and retrieve people-based ad data for media mix modelling.

> Improved Customer Journey Insight

Create a complete view of your customers and key segments by collecting data across all channels and devices with a configurable pixel that can be deployed in offsite and onsite ads, emails, videos and more. Deliver data to key analytics and BI systems to improve the speed and quality of business decisions.

KEY BENEFITS

- > Fuel first-visit personalization and conversion rates
- > Boost return on ad spend
- > Gain ownership and control of critical user-related advertising data
- > Enhance attribution
- > Enhance multi-channel analytics and 360° customer views
- > Improve marketing agility with data ownership
- > Build stronger customer profiles for improved action

ABOUT ENSIGHTEN

Ensignten enables global brands to simplify the management of their data and technology investments so they can orchestrate smarter interactions across touch points. Ensignten's leading customer data platform delivers enterprise tag management; robust profile creation and management; and powerful omni-channel data collection capabilities that bridge customer behavior information from web, mobile, digital advertising, Internet of Things (IoT) and offline sources. Using Ensignten, organizations can leverage rich, first-party customer data and profiles to fuel personalization and enhanced insight using their existing technology investments. Ensignten delivers industry best privacy and security safeguards, unparalleled scale and performance, and the deep integration with the broader digital marketing eco-system. Select customers include CDW, Hearst Corp., The Home Depot, Microsoft, State Farm, United Airlines and T-Mobile. Ensignten is headquartered in San Jose with offices in London, Sydney and San Diego.

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