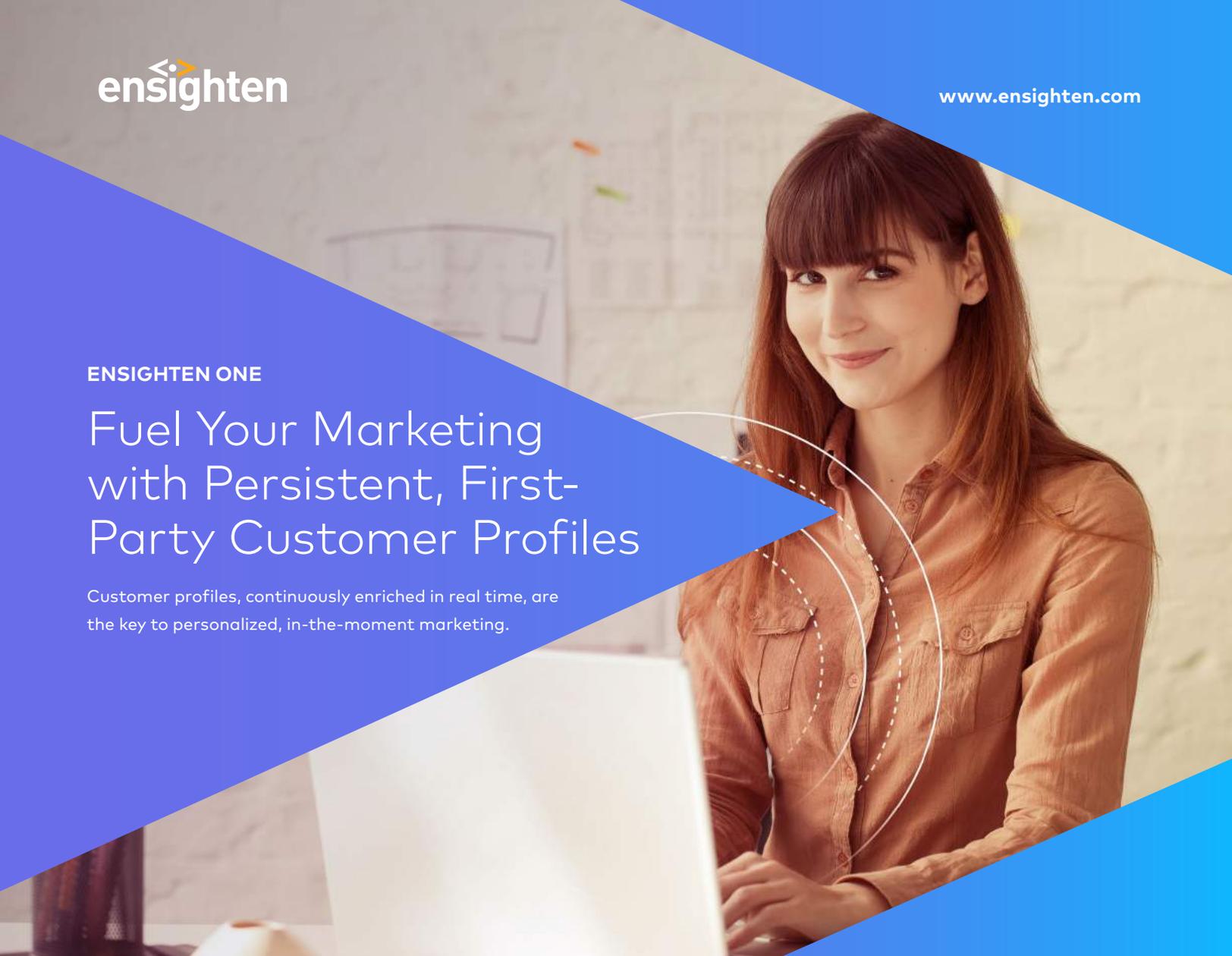


ENSIGHTEN ONE

Fuel Your Marketing with Persistent, First-Party Customer Profiles

Customer profiles, continuously enriched in real time, are the key to personalized, in-the-moment marketing.



FIRST-PARTY CUSTOMER PROFILES

Enlighten One enables marketers to unify and standardize user-level data from all digital marketing technologies, channels and touch points. These profiles drive key marketing applications and advanced use cases, including omni-channel personalization, multi-channel analytics, attribution and return-on-ad spend.



CREATE AND LEVERAGE FIRST-PARTY CUSTOMER PROFILES

Store first-party data in persistent profiles to enable customer segmentation, targeting and personalization. Gain complete ownership of your digital customer data that can also take data from offline systems, including CRM and POS systems, and data warehouses.



INTEGRATE DATA FROM ALL CUSTOMER TOUCH POINTS

Collect and integrate customer data from your web and mobile properties, as well as marketing programs. Gain a holistic view of the customer journey that includes how customers engage with display advertising, email, social media, mobile and even offsite channels and systems.



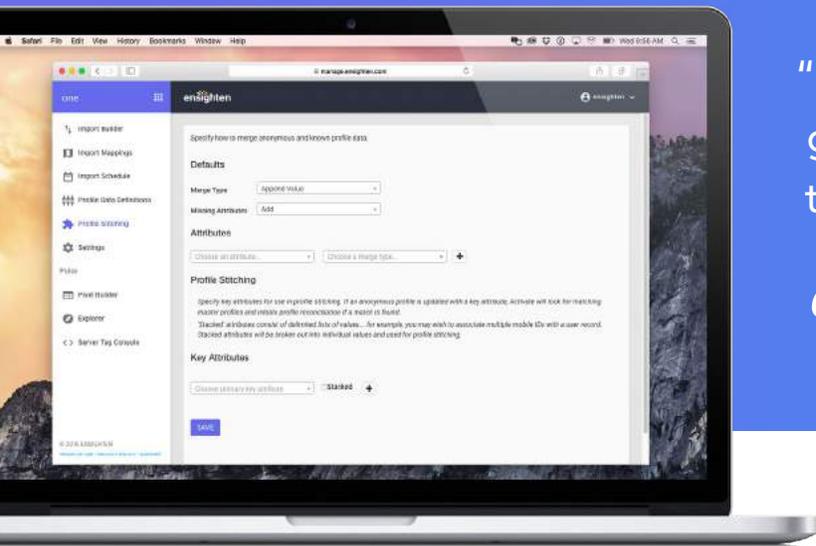
SINGLE VIEW OF THE CUSTOMER

Stitch anonymous and various known profiles together to create a single view of your customers to improve segmentation, targeting and analysis. Export omni-channel customer data to existing analytics and business intelligence (BI) systems to enhance the value and quality of analytics and reporting.



REAL-TIME ACTION

Access data and customer profiles in real time and distribute them to key action systems and marketing technologies. Segment and target based on profile data, as well as historical and up-to-the-second behaviors, to improve the customer experience and drive conversion.



"It's not about tools, it's about getting all the data collected and then being able to act on it."



*Marina Schubow, Sr. Manager
of Marketing & Digital Analytics*

POWER ADVANCED CUSTOMER USE CASES AND MARKETING APPLICATIONS

OMNI-CHANNEL CUSTOMER SEGMENTATION / PROFILING / TARGETING

- > Collect offline data and combine it with online data sources to create persistent known and anonymous customer profiles. Leverage these profiles for real-time action within the Ensignten data layer or by technology connections with partners to deliver personalized content both online and offline.
- > Leverage real-time profiles to make back-end databases, CRM systems and data warehouses actionable. Develop data subsets of master systems in real-time profiles that have direct access to the web data layer and key marketing technologies to segment and target customers and audiences, and personalize the customer experience based on recent and past behaviors and traits.

MULTI-CHANNEL ANALYTICS AND REPORTING

- > Create a complete view of your customers and key audience segments by collecting data across online and offline channels and devices. Deploy a configurable pixel in offsite ads, emails, social media, videos and more. Deliver data to key analytics and BI systems to improve the speed and quality of marketing business decisions.

KEY BENEFITS

- > Deliver one-to-one marketing across channels
- > Enhance onsite content personalization
- > Improve marketing agility with data ownership

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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