

SIGNAL[®]

A UNIFIED VIEW OF THE CUSTOMER
THE KEY TO CROSS-CHANNEL MARKETING



INTRODUCTION

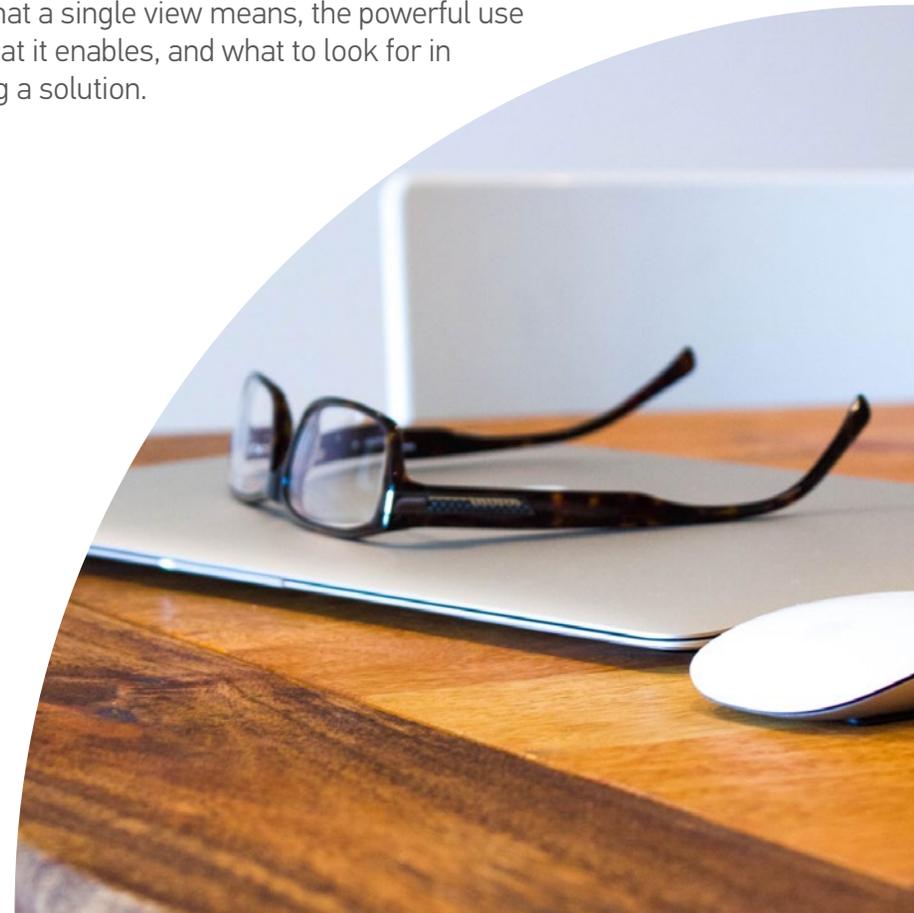
For many marketers, the idea of getting a truly panoramic view of the customer sounds dreamy: actually being able to understand the different touchpoints the customer has experienced during her customer journey, and being in the right place with the right offer and message to help her take the next step. And being able to do that across every channel your brand operates, not just one or two.

A single customer view goes beyond the browser, enabling marketers to see the whole customer journey, and understand what's working across channels. That helps to increase their marketing ROI and provide a better brand experience by putting the right mix of marketing in front of each customer.

Just 6% of marketers say they have an adequate single view of the customer, according to our 2015 research. The lack of a single view of the customer is a top barrier to cross-channel marketing. Marketers can't be successful in creating seamless customer experiences without the ability to unify their customer data across devices and channels.

Many of today's online marketing technologies are designed around the collection and analysis of customer engagement data from a single source: web browsers. The result is a one-sided view of customers that inflates media spend, overlooks key messaging opportunities, and fails to follow the customer across an increasingly fragmented media landscape.

A single view of the customer changes that forever. Read on to learn what a single view means, the powerful use cases that it enables, and what to look for in selecting a solution.



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THE DATA CHALLENGE FACING MARKETERS

Consumers are engaging with your brand on any channel and every channel.

90% of consumers use multiple screens to accomplish a task (emailing, researching, shopping) over time. Nearly all of those tasks (98%) are completed within a single day.¹

Consumers now expect more than ever. They expect you to know what they like, what they've bought before, and what they're looking for now.

You have to show your customers that you know them.

That means you can't afford to see only a few customer engagement channels. You need a full view.

Increasing customer retention rates by 5% increases profits by 25% to 95%.²

Source:

1 Google, "The New Multi-Screen World". August 2012.

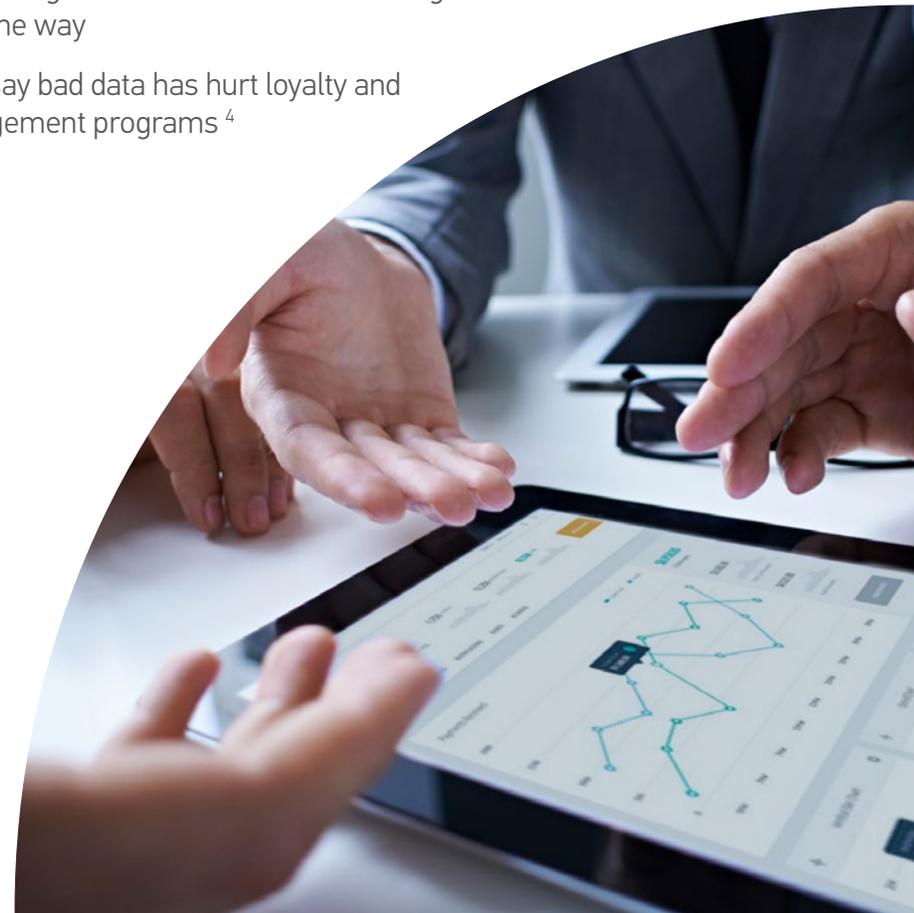
2 Five9 2013 Contact Center Report

3 Econsultancy Cross-Channel Marketing Report, August 2014.

4 "Making Your Data Work for You," Experian Data Quality, 2014.

Most organizations are dealing with data fragmentation.

- ✓ More than 60% of marketers agree that messaging, execution and delivery strategies are fragmented across touch points³
- ✓ 44% say missing information is among the biggest issues
- ✓ 86% of organizations think their data might be inaccurate in some way
- ✓ 74% say bad data has hurt loyalty and engagement programs⁴



WHAT IS A SINGLE VIEW OF THE CUSTOMER?

A single view of the customer is a unified, complete profile comprised of all the first-party data (web, mobile, email, CRM, search, advertising, social media, point of sale, call center, kiosk) that a brand has about a customer.

Getting there requires collection of data across all touch points, and centralizing and unifying scattered engagement data into holistic profiles. Leveraging profiles involves seamless delivery of the data to any platform or vendor for marketing insights and activation.

How do you get it?

The recipe for a single view of the customer is clear to describe but daunting to complete:

1. Collect all your online, offline, and mobile data.
2. Centralize and merge your data.
3. Match fragmented customer profiles.

You have the power to get more from your marketing data. A single customer view will be your greatest ally in this pursuit.

The most effective marketing is based on a complete understanding of your customers. When you can match your customer data across devices, channels, and interactions you have the foundation for the measurement, messaging, targeting, and optimization that drive cross-channel marketing.

Creating a single customer view is the first step in executing a successful cross-channel marketing strategy.

A single customer view solution streamlines and simplifies data collection, increases the depth and accuracy your customer profiles, and makes clean customer data available for analytics and activation in real time.

It's nirvana for marketers.



HOW A SINGLE VIEW CAN MAKE YOU A BETTER MARKETER

Consider these four ways that a single view of the customer helps marketers do their job better:

1. Understand the customer journey

With a single view of the customer, you can gain a better understanding of the individual customer's interests and desires. But you can also use it to better understand the macro trends of your customers: Where do your new customers find you? What are the most successful methods of converting customers on each channel?

2. Personalize the customer experience

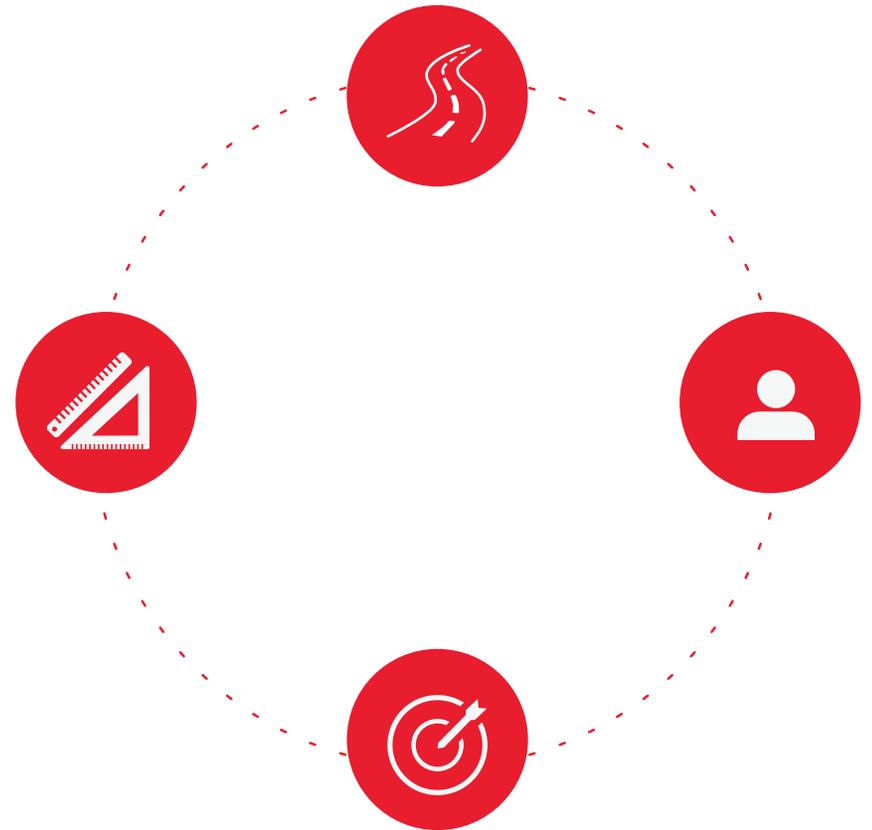
With a single view of the customer, you know whether your customer is still in research mode, or is a frequent buyer looking for shoes to match the bag she just purchased. Customers now expect a personalized experience, and a single view gives marketers the power to meet those expectations.

3. Target your customers more effectively

Once you know who your customers are and where their interests lie, you can do a better job with your media spend. That means no more running days or weeks of display ads for an item the customer has already bought. And that means no more showing an ad to a customer way too many times because you thought that customer was three different people.

4. Measure the impact of your marketing

A single view of the customer is a huge asset in measurement and attribution. Because you will now control all your first-party data, and you can bring all of your disparate data sets together, you will glean insights that were previously impossible to find. Calculating marketing ROI just got much easier.



USE CASES FOR A SINGLE VIEW OF THE CUSTOMER

Here are three examples of how a single view of the customer can help marketers take control of their data.

Use Case 1: True Reach and Frequency Across Channels and Devices

Get a complete picture of your marketing exposure by unifying your campaign dataset.

Consumer engagement with digital advertising is now so fragmented across channels and devices that frequency management is incredibly difficult. Each time a customer engages with your marketing content—say, either viewing or clicking a desktop banner ad—they are tagged with a unique ID. As long as your ad technology can detect that ID, it can generally track all of their interactions, but only against that one ID-- which means that the same customer might be associated with too many IDs.

The only way to achieve a truly complete and accurate view of your marketing reach and frequency is to merge your channel and device activity by customer—and with a single view of the customer solution, you can.

Use Case 2: Customer Engagement Segmentation

Group like customers together to gain better insight into your marketing

As marketing data has become fragmented across siloed teams and platforms, it has been very challenging for analysts to segment customers based on their engagement across channels and devices.

With a single customer view, marketers can finally connect the numerous IDs that have been stored for each customer and merge them into a single, unique profile. This unified dataset provides marketing analysts with the ideal starting point to better segment customers into engagement groups for a more powerful understanding of their marketing performance.

Use Case 3: Offline/Online Shopping Behavior Analysis

Gain deep insight into the customer journey across channels and devices.

Marketers have long wondered how their online marketing combines with their offline efforts to impact and influence their customers to take action.

A single view of the customer solution makes it possible for marketers to merge customers' online and offline profiles into a unified dataset that allows for a highly accurate and granular offline/online shopping behavior analysis via your existing measurement and analytics tools.

DIFFERENT PATHS TO A SINGLE VIEW OF THE CUSTOMER

Different vendors take different approaches to the problem of providing a single view of the customer to their clients.

There are three stages within a single-view solution: collection, connection, and distribution of cross-channel data. The right vendor will enable marketers to excel in each stage of the single view process. Here are some of the differences to consider at each stage:

Step 1: Collecting Cross-Channel Data

Real-Time Collection

Customers operate in real time, and so should marketers' data collection. Look for a vendor that enables you to collect data from any channel in real time through its API, browser pixel, and mobile SDK. Collecting data in real time gives marketers the flexibility to analyze their latest cross-channel customer data. Real-time data collection is crucial for marketers who plan to leverage their single view data for targeted advertising and messaging.

vs.

Static Batch Upload

Many single view technologies say they can collect data from any channel, but they collect the data by retrieving static batch files from a marketer's various channel platforms. For example, to collect ad impression and website data, these solutions will upload spooled ad server and web analytics reports on a weekly or even monthly basis, limiting their clients' ability to analyze the most recent cross-channel data.

Questions to ask:

- What is your data collection methodology?
- Do you offer real-time data collection from all channels?

DIFFERENT PATHS TO A SINGLE VIEW OF THE CUSTOMER

Step 2: Connecting Cross-Channel Data

Deterministic Matching

Deterministic matching is the most accurate matching methodology available. It dictates that matches only occur when a user authenticates across channels, via login or exposing a user-specific data point (such as an email address or loyalty account number). Look for a solution that leverages your first-party data to conduct deterministic matching, enabling you to build a highly accurate single view of your customers.

vs.

Probabilistic Matching

Probabilistic matching uses algorithms to analyze various data points to predict possible matching across channels. Many single view solutions leverage this type of matching in an effort to achieve scale, compromising the accuracy of the match. Marketers searching for the most accurate solution will benefit from investigating each solution's probabilistic matching methodology.

Questions to ask:

- Do you use a deterministic or probabilistic matching methodology? If probabilistic, what variables at which values designate a match?
- What third-party verification can you provide on the accuracy your probabilistic methodology?

DIFFERENT PATHS TO A SINGLE VIEW OF THE CUSTOMER

Step 2: Connecting Cross-Channel Data

Lifetime Matches

As customers are ever-changing, matching must be a continuous practice. Look for a vendor whose customer profile matching constantly updates profiles as new matches are recorded. Ideally, the vendor will provide you with customer-specific IDs that can be leveraged by marketers at any time, for any campaign.

vs.

Campaign-by-Campaign Matching

One-time matching does not create a true single view of a customer. Marketers should be wary of single view solutions that only match on a campaign-by-campaign basis, as those one-time matches result in only a fraction of a view of the customer.

Questions to ask:

- How often do you match profiles?
- Do you provide clients with a type of universal ID for them to own?
- Can these matched profiles be used in six months, a year, two years?

DIFFERENT PATHS TO A SINGLE VIEW OF THE CUSTOMER

Step 3: Distributing Cross-Channel Data

Any Destination

Marketers often prefer using specific data analysis platforms to view their data. Look for a solution that distributes your single view cross-channel data to any of your preferred data analysis platforms, giving you the ability to work with your preferred vendors free of long-term commitment.

vs.

Limited Tools

Single view solutions often package their own data analysis tool into the single view solution. If a vendor packages single view data with an analysis tool, it may mean you can't choose which tool you use for analysis, potentially limiting your ability to uncover the cross-channel insights you seek.

Questions to ask:

- Can my matched cross-channel data be sent to any data analysis solution?
- Is my data tied to a particular analysis tool?

SIGNAL'S UNIFIED CUSTOMER VIEW

Signal, the global leader in cross-channel marketing technology, offers the industry's first customer identity management solution that helps marketers unlock the single view of the customer on an always-on basis, **while allowing brands to maintain control of profile data.**

With Signal's solution, marketers can drive broad insights and power key cross-channel use cases, including measurement/attribution, media targeting, content personalization, and ad message customization. The solution streamlines and simplifies data gathering by delivering the following benefits:

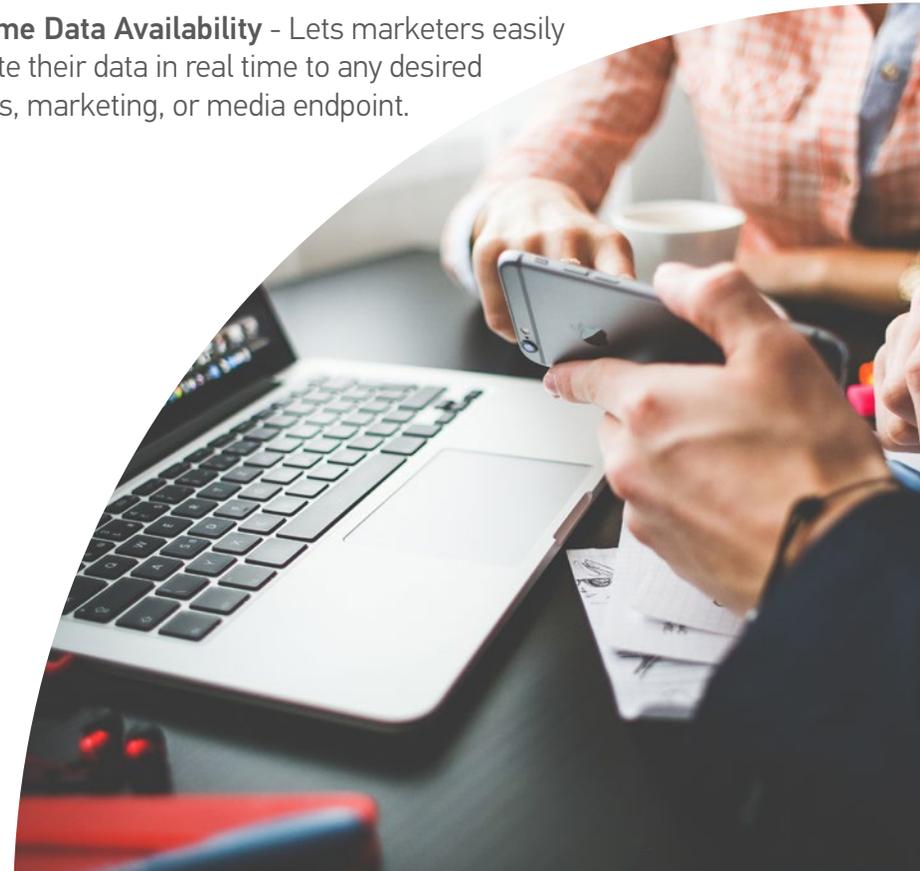
- ✓ **A true 360-degree view** of the customer journey spanning the range of online and offline channels and touchpoints: web, mobile apps, email, ads, CRM systems, point of sale, and more.
- ✓ **A portable, unified data** set that clients own, control, and can utilize with any technology or vendor across the ecosystem.
- ✓ **An always-on identity solution** via a 24/7 data stream delivered to any measurement or activation endpoint.
- ✓ **Customer-level matching** for complete, accurate insights.
- ✓ **Ability to take action on profiles in real time** across measurement, activation, and media channels.

The solution leverages the following capabilities of the Signal Fuse Open Data Platform:

Enterprise Data Layer - Collects 100% of a brand's customer engagement data across channels and devices in real time and aggregates it into a centralized hub.

Enterprise Identity Layer - Matches fragmented consumer profiles.

Real-time Data Availability - Lets marketers easily distribute their data in real time to any desired analytics, marketing, or media endpoint.



SIGNAL'S UNIFIED CUSTOMER VIEW

Some advantages of Signal's solution:

Cross-channel by design: Signal's Fuse platform is built from the ground up for marketing across devices, channels, and media.

Own your data: Signal's independence translates into total control for our customers to manage their data and partnerships as they see fit.

Real-time activation: We aren't simply creating another silo in your technology stack, but providing the solution that allows you to take action across marketing and media channels in real time.

World class support: Signal is there every step of the way to help clients achieve cross-channel success.

Signal's Unified Customer View solution is the industry's first identity management solution that gives brands ownership and control of their profiles, so they can call the shots about how, when and where their data is used.

Signal's platform is ecosystem-neutral. We give marketers a portable asset that maximizes the value of your first-party data, and provides lasting value to your brand.

[LEARN MORE ABOUT SIGNAL'S UNIFIED CUSTOMER VIEW.](#)

“

Signal's Unified Customer View solution enables marketers to understand the entire cross-channel customer journey and puts ownership of first-party data back in their hands where it belongs. Signal gives brands complete flexibility to call the shots in leveraging matched profiles, wherever and however they want.”

MIKE SANDS, SIGNAL CEO

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ABOUT SIGNAL

Signal is the global leader in real-time, cross-channel marketing technology. The Signal Open Data Platform helps marketers collect data from any offline or online source, synchronize that data across all consumer touch points, and deliver it to any marketing or analytics endpoint – all in real time. The platform is ecosystem-neutral and helps data and marketing technologies work better together, driving increased engagement, loyalty and conversions.

Signal's technology runs on more than 40,000 digital properties in 158 countries. Our platform facilitates billions of data requests monthly, supporting top brands around the world that generate more than \$1.5 trillion in commerce, including Allstate, Audi, Crate & Barrel, DeVry University, GAP, JetBlue Airways, Macy's, 1-800-Flowers.com, Starcom MediaVest Group, Starwood Hotels and Resorts, and many more. Visit www.signal.co to learn more and follow Signal on LinkedIn and Twitter.

For more information, visit www.signal.co today.



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