

Hyper-personalization: Where Data Science & Creative Meet to Drive Business Results

We revolutionized the personalization and automation of marketing communications for a Fortune 500 company 25 years ago. We've been pioneering marketing personalization for the Fortune 500 ever since.

Increase Success with Our Proven Formula

Sophisticated Use of Data & Analytics

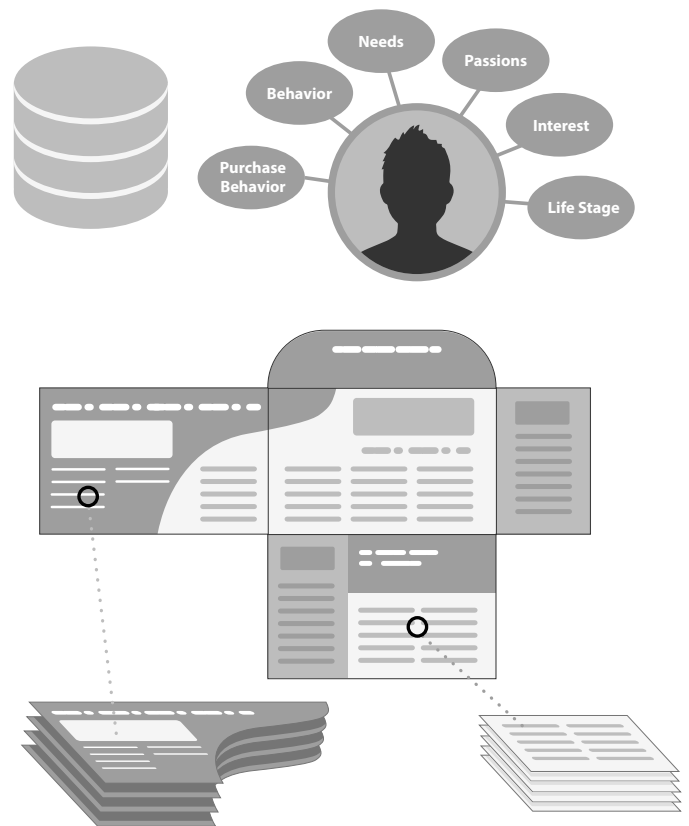
- Maximize your Customer and Prospect data to drive dynamic and analytically-guided content
- Integrate your first-party customer data into your personalization strategies
- Overlay third-party data to identify Dominant Demographics/Psychographics of your customer base
- Utilize scoring analytics to identify which of your products your audience is most likely to purchase next and clustering analytics to vary content and photos differently by life stages

High Degree of Content Variability

- Increase the relevancy and engagement of each communication by maximizing the opportunity to personalize
- Maximize the variable content modularity of each format
- Maintain a library of high-end creative content
- Let complex business rules and data automate the pairing of content and format for each communication

Creative That's Designed for Data

Develop high-end creative that's designed for modularity. Use data to bring it together into a single communication that creates a highly relevant, eye-catching and engaging experience.



Increase Response and Conversion Performance with Data-driven Personalization

- Apply advanced Data & Analytics tools and personalization strategy
- Drive greater relevance, engagement and response to grow revenue
- Automate production for cost-effective business efficiency
- Strengthen customer experiences