BRIDGE

EMAIL + DESKTOP + MOBILE + SOCIAL

HOW TO ORCHESTRATE ACROSS CHANNELS & DEVICES TO ACQUIRE NEW CUSTOMERS

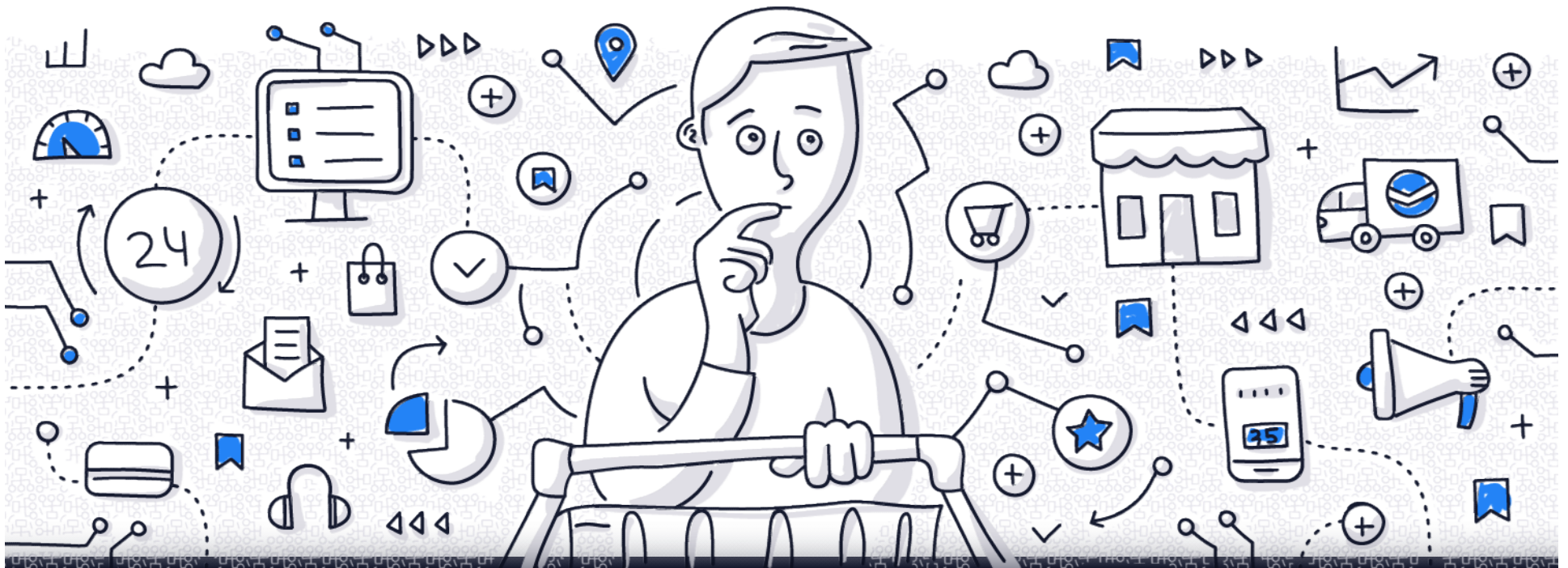ARI SAPOSH, VP DATABASE OPERATIONS

BRID⬡E

GET PERSONAL.

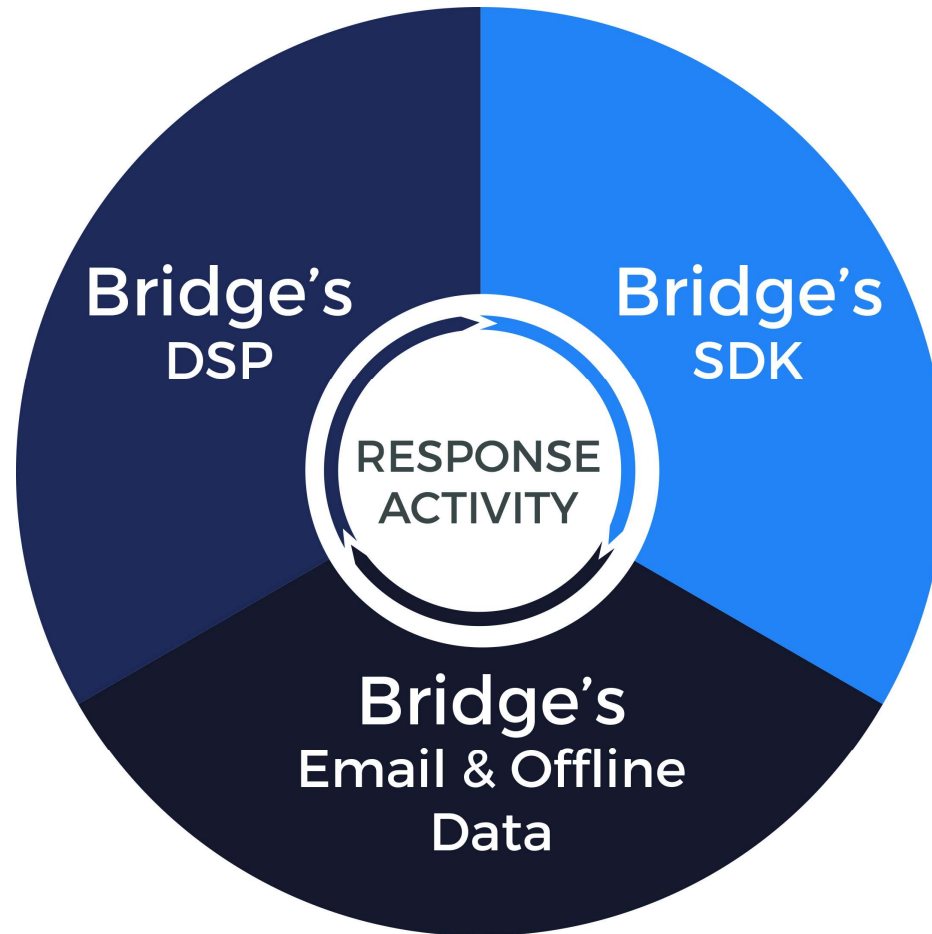## TALK TO PEOPLE, NOT PIXELS.

Multi-Channel Messaging

Cross-Device Targeting

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WHAT MAKES UP OUR DATA?

Media Engagement
We use past campaign response data to determine the most effective media to engage and reach a specific audience.
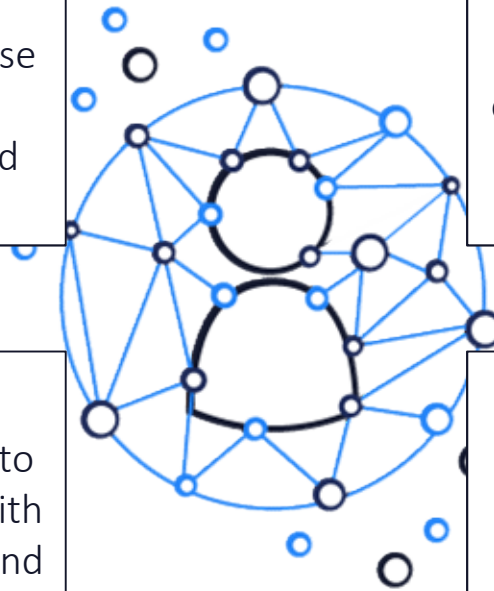
Mobile App Data
We identify an audience based on their device IDs & mobile app usage that categorizes their interests and activities.

Offline Data
We collect offline data points to build complete user profiles with demographic, psychographic and purchase intent data.
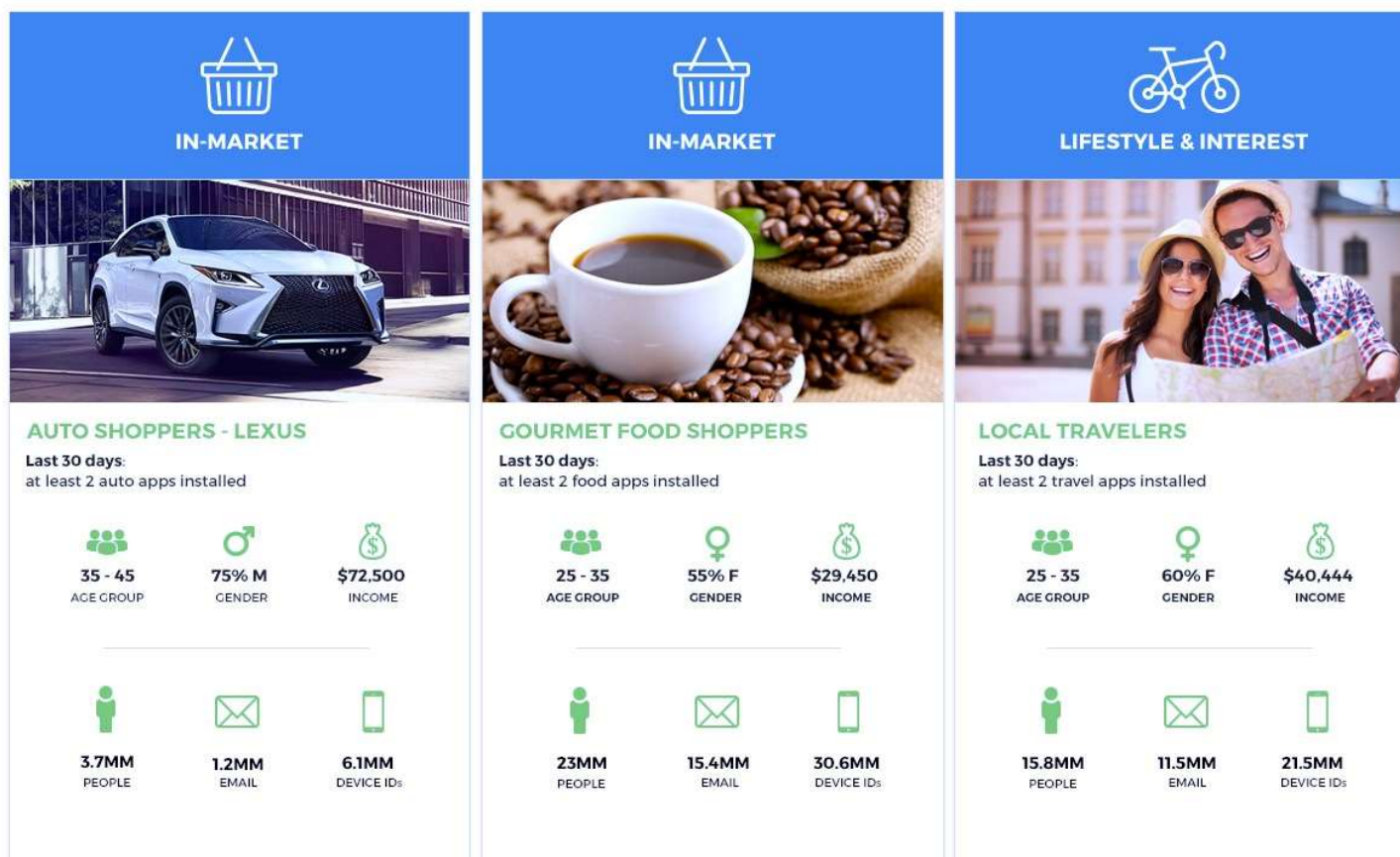
Online Activity
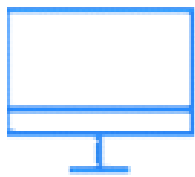We analyze user's online activity and segment them based on their interests.

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CUSTOM AUDIENCE SEGMENTS

DIFFERENTIATE WITH A UNIQUE, CUSTOM SOLUTION

IN-MARKET

AUTO SHOPPERS - LEXUS

Last 30 days:
at least 2 auto apps installed

35 - 45	75% M	$72,500
AGE GROUP	GENDER	INCOME

3.7MM	1.2MM	6.1MM
PEOPLE	EMAIL	DEVICE IDs

IN-MARKET

GOURMET FOOD SHOPPERS

Last 30 days:
at least 2 food apps installed

25 - 35	55% F	$29,450
AGE GROUP	GENDER	INCOME

23MM	15.4MM	30.6MM
PEOPLE	EMAIL	DEVICE IDs

LIFESTYLE & INTEREST

LOCAL TRAVELERS

Last 30 days:
at least 2 travel apps installed

25 - 35	60% F	$40,444
AGE GROUP	GENDER	INCOME

15.8MM	11.5MM	21.5MM
PEOPLE	EMAIL	DEVICE IDs

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CHANNEL REACH

ONE CONSUMER. ALL DEVICES. EVERY FORMAT

DESKTOP   EMAIL   SOCIAL   MOBILE   VIDEO   NATIVE

MULTI-CHANNEL CASE STUDY
COORDINATE MULTI-CHANNEL COMMUNICATIONS

Summary

- Multinational CPG company
- 1MM people
  - o 1/3 email only
  - o 1/3 mobile display only
  - o 1/3 both email & mobile display
- 4-week period

Performance Lift
Multi-Channel vs. Single Channel

	Lift in Response	Lift in Conversions
Display	70%	50%
Email	24%	21%

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HOW TO BUILD A SUCCESSFUL MULTI-CHANNEL ACQUISITION PROGRAM

- Set SMART Goals
- Profile
- Target
- Score
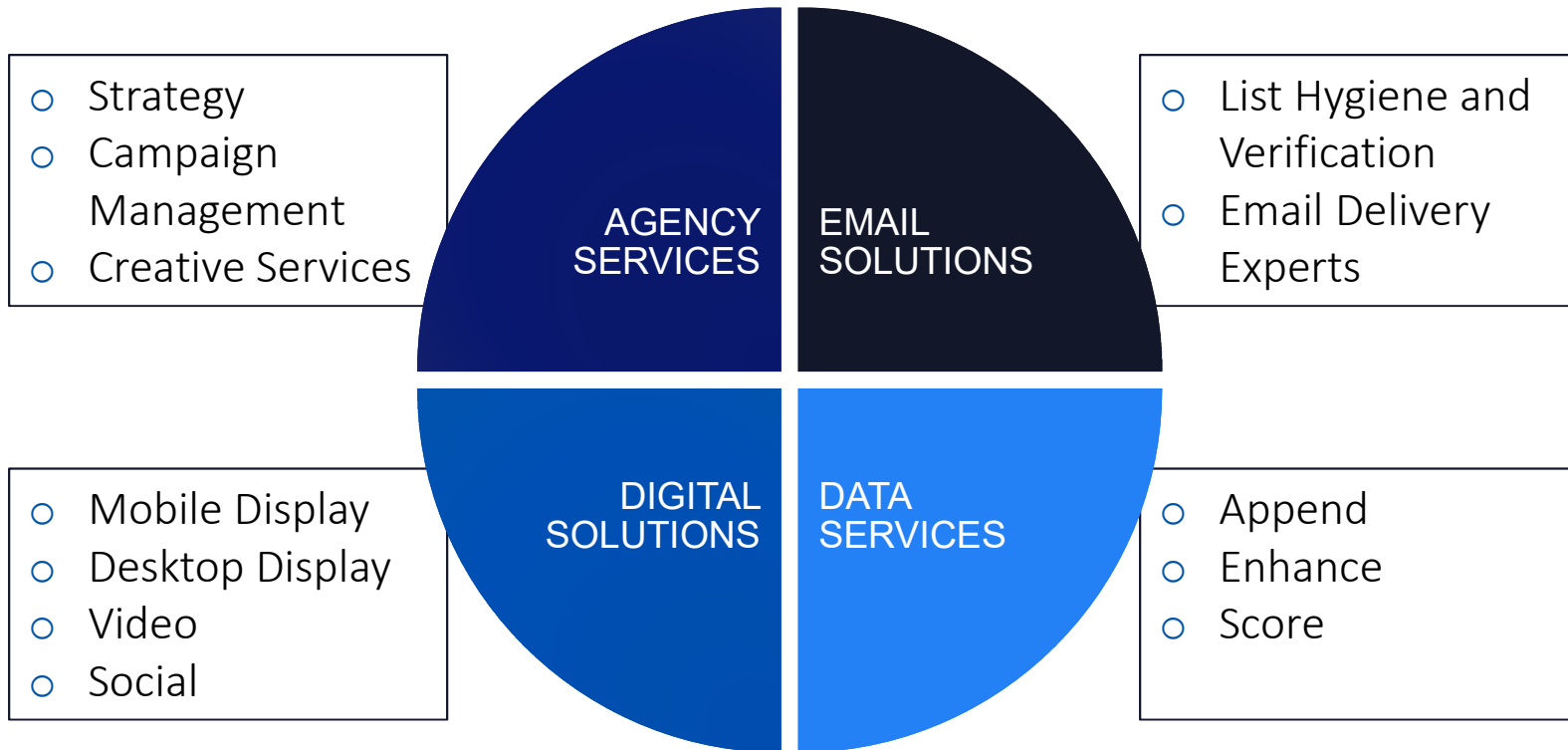- Scale
- Re-target
- Respect Your Customers
- Report & Measure
- Optimize
- Team Up

o Separate PII from anonymous data

o Use hashing techniques to mask email addresses

o Maintain a double-opt-in process when obtaining permission to email

o Conduct regular privacy audits led by unbiased experts (and make sure your partners do, too)

o Be risk averse… thrill seekers don't last long in acquisition marketing

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A ONE-STOP
ACQUISITION MARKETING SHOP

AGENCY SERVICES
- Strategy
- Campaign Management
- Creative Services

EMAIL SOLUTIONS
- List Hygiene and Verification
- Email Delivery Experts

DIGITAL SOLUTIONS
- Mobile Display
- Desktop Display
- Video
- Social

DATA SERVICES
- Append
- Enhance
- Score

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