REBOLD
ANALYTICS

Smart CRM
Smart Data: CRM + Rebold Data

We help brands make the most of their data, both advertisers' data and external data provided by Rebold. With the in-depth knowledge of their audience (clients and non-clients), we customize each consumer touch point at the message, product and strategy levels.

We build an updated 360º profile of users based on their browsing interests beyond the brands' own environments.

Benefits:

› Up-to-date information on the users' life stage and interests, in real time.

› Increase client's spend.

› Increase marketing effectiveness, as these focus on concrete audiences.

› Improve the customer journey with activated touch points enriched with real-time data.

› Using existing clients's profiles, increase the ability to attract new prospects from similar environments with relevant profiles.

How do we activate data?

"External" communications
We customize digital communications, allowing the brand to develop a holstic strategy for all the touch points, impacting users with relevant messages.

On-site customization
Based on the interests of the audiences visiting the site, we can customize the website through real-time synchronization.

"Internal" communications
› Customized newsletter
› Customized web banners
› Specific online offering
› Customized care at the points of sale (PoS)

Incorporation into the clients' own models
We can include Rebold data as additional variables to the clients' own propensity models.
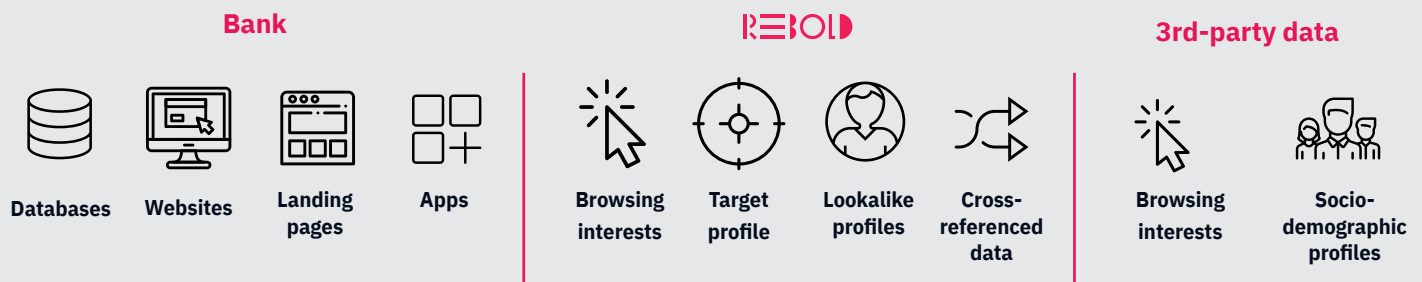
Finance industry

◉ Challenge

Improve the efficiency of its marketing iniitiatives (both internal and external) using a CRM enrichment project and audience profiling, discovering in-depth insights on its clients.
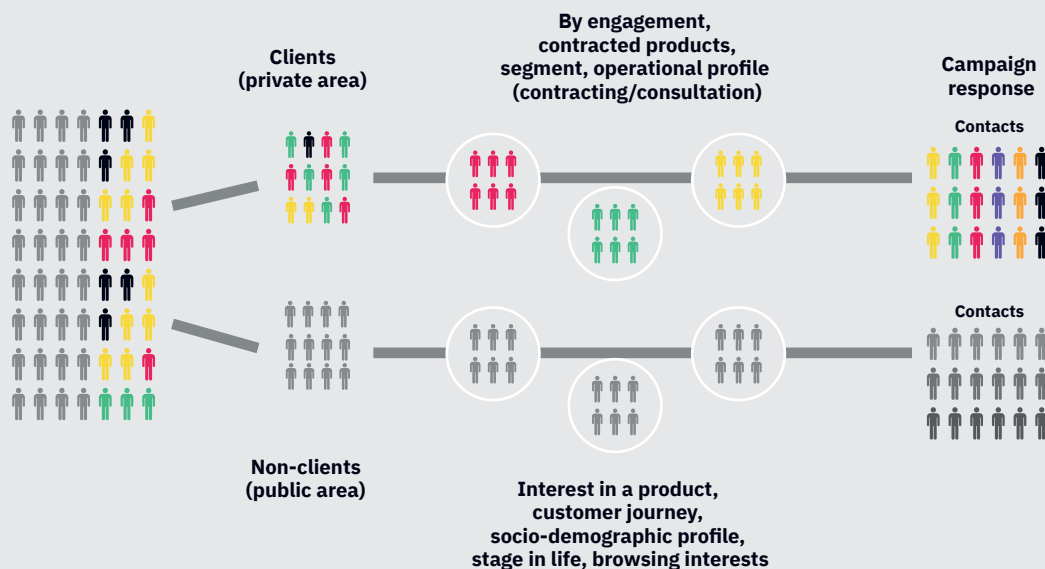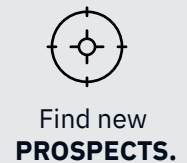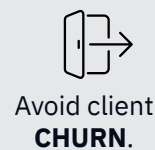
▶ Strategy

Create a custom data platform for our client by integrating the different data sources available:

Bank

| Databases | Websites | Landing pages | Apps |

REBOLD

| Browsing interests | Target profile | Lookalike profiles | Cross-referenced data |

3rd-party data

| Browsing interests | Socio-demographic profiles |

☰ Activation

Customization based on specific strategies:

Foment **CROSS-SELLING.**

Foment **UP SELLING.**

Avoid client **CHURN**.

Find new **PROSPECTS.**

Clients (private area)

By engagement, contracted products, segment, operational profile (contracting/consultation)

Campaign response

Contacts

Non-clients (public area)

Interest in a product, customer journey, socio-demographic profile, stage in life, browsing interests

Contacts

Activation environments

- ❯ CRM updating
- ❯ Incorporation of data into the financial institution's own models
- ❯ On-site customization
- ❯ Internal communications (newsletter, SMS, PoS).
- ❯ External communications, etc.