



# Eyeota Onboarding

A privacy-safe and global approach that transforms offline attributes into powerful digital audience profiles to reach your best future customers.

In today's world, brands need the ability to bridge real-world insights into the digital space in order to communicate more effectively with their current and future customers, while **balancing privacy, precision and performance**.

## The benefits of Eyeota Onboarding

### Delivers New Customers

Delivers large online audiences profiles to target new customers that exhibit the same attributes of your existing customer base.

### Globally Consistent

Consistent global methodology that leverages propensity modelling and geolocation markers to deliver data onboarding for Americas, Asia, Oceania and Europe.

### Flexible and Scalable

Enables multiple offline data sources and geolocation types to be onboarded and activated driving scale for upper-funnel targeting.

### Privacy-Safe

Optimizes customer attributes not personal data information such as name, email, address. Proven compliance with privacy regulations including GDPR and CCPA.

## Activate Offline Data for Digital Marketing

There is a multitude of data that brands collect offline to learn more about their current and future customers. Eyeota enables brands and marketers to onboard the customer attributes, outside of declared first-party data, that exist within their offline data assets and activate it consistently across global markets as digital audience profiles.

### Research Data

Advanced syndicated audience segmentations created by experienced statisticians using multiple third-party data sources

### Purchase Data

Anonymized and aggregated transactional data collected from credit card and merchant networks

### Survey Data

Information collected via questionnaire from a sample of individuals in a systematic way

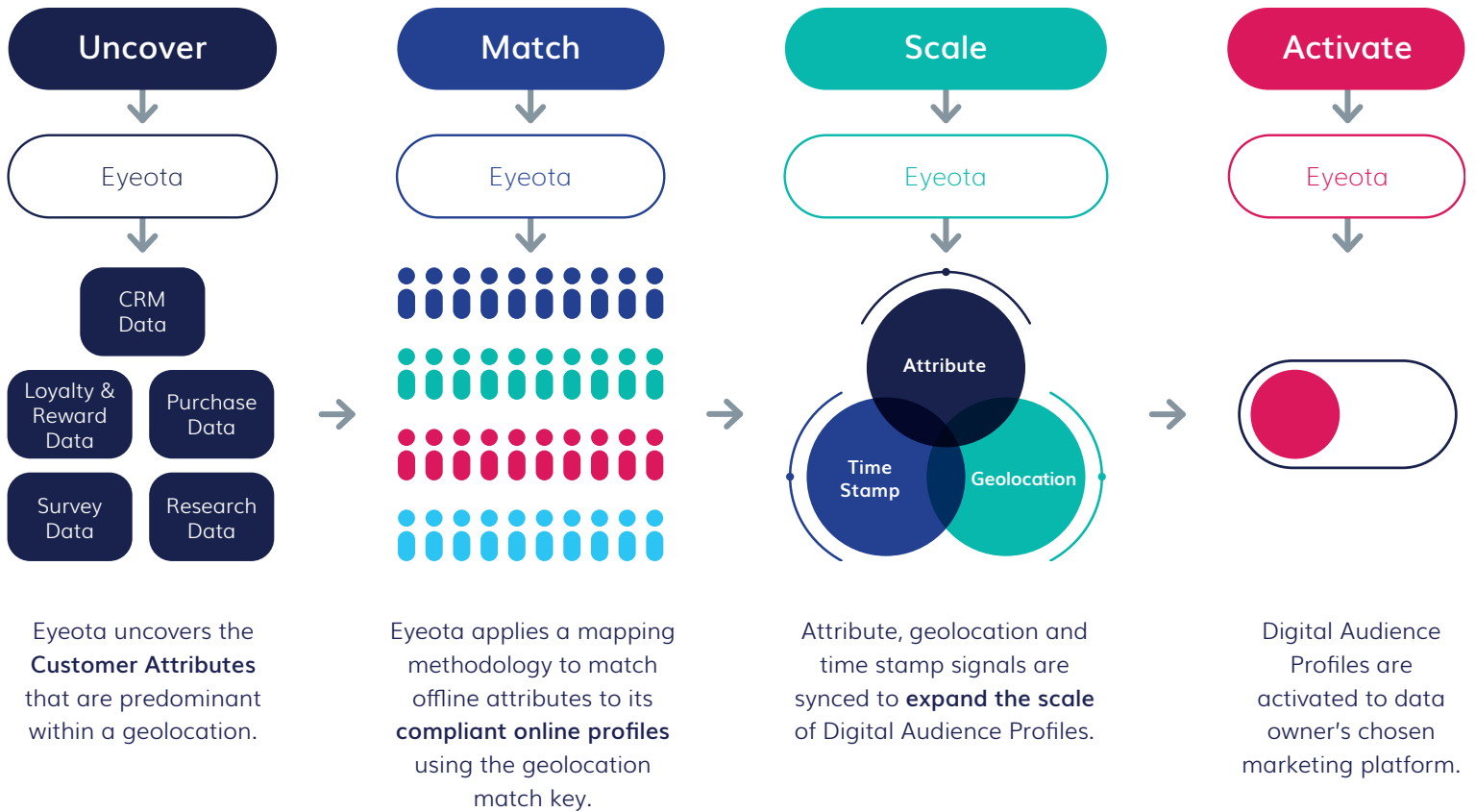
### CRM Data

A customer's personal information combined with their interactions with a company including purchases which are collected by CRM systems

### Loyalty & Rewards

A rewards program that encourages repeat purchases in exchange for vouchers and discounts

# How Eyeota Onboarding Works



## Eyeota Onboarding Transforms Digital Marketing

Use digital audience profiles to enrich marketing efforts and achieve business goals.



### Analytics and Insights

Overlap and compare digital profiles against wider customer data points to strengthen the holistic view of your target audience



### Campaign Activation

Activate digital profiles for display, video and mobile advertising campaigns



### Omnichannel Optimization

Optimize social marketing efforts by integrating digital profiles built from offline data signals and behaviors



### Experience and Personalization

Leverage digital profiles to personalize website visitor experience and content



### Monetization

Unlock revenue opportunities by making your offline data available as qualified audience profiles in leading global buying platforms.

# Eyeota Onboarding Data Qualification Process

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Eyeota Onboarding is built with a privacy-first approach ensuring complete end-to-end security and safe handling of your data.



## Anonymization

All Personally Identifiable Data such as name, address, and email is removed from your offline data.



## Encryption

Offline data is encrypted and uploaded via a secure process.



## Verification

Offline data is matched to Eyeota's consented online users to create verified audience profiles.



## Control

Audience profiles are populated in your chosen activation channel or data management platform.

## What are your data challenges?

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Lacking first-party digital data?

Want to market to new customers?

Need a verified data onboarding solution that respects privacy regulations?

Require onboarding in multiple regions and markets?

**Contact us to find out how Eyeota Onboarding can help you.**

[CONTACT US](#)

