Eyeota Onboarding

A new, 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

**Uncover**
Data Owner

- CRM Data
- Loyalty & Reward Data
- Purchase Data
- Survey Data
- Research Data

Marketer uncovers the **Customer Attributes** that are predominant within a geolocation.

**Match**
Eyeota

Eyeota applies a mapping methodology to match offline attributes to its **compliant online profiles** using the geolocation match key.

**Scale**
Eyeota

Attribute, geolocation and time stamp signals are synced to **expand the scale** of Digital Audience Profiles.

**Activate**
Eyeota

Digital Audience Profiles are activated to data owner’s chosen marketing platform.

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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

Evaluate
Data owner evaluates offline data pool to identify and aggregate offline customer attributes by geolocation; known as attribute propensity modelling.

Anonymize
Data owner removes all Personally Identifiable Data e.g. name, email, address from their offline data pool.

Upload
Offline data file of customer attributes is passed to Eyeota via SFTP, then uploaded and encrypted via a secure uploading process

Match
Offline customer attributes are synced to Eyeota’s privacy-compliant online user profiles e.g. consented in EU.

Activate
Audience segments are activated to the data owner’s platform of choice.

What are your data challenges?

Lacking first-party digital data?
Need a future-proof strategy that respects privacy regulations?
Want to market to new audiences not just existing customers?
Require onboarding in multiple regions and markets?

Contact us to see how Eyeota Onboarding can help you.

CONTACT US