



Customer Data Platform.

Driving Outcomes for Marketers through Omnichannel
Solutions

Trusted by Leading Brands in Europe



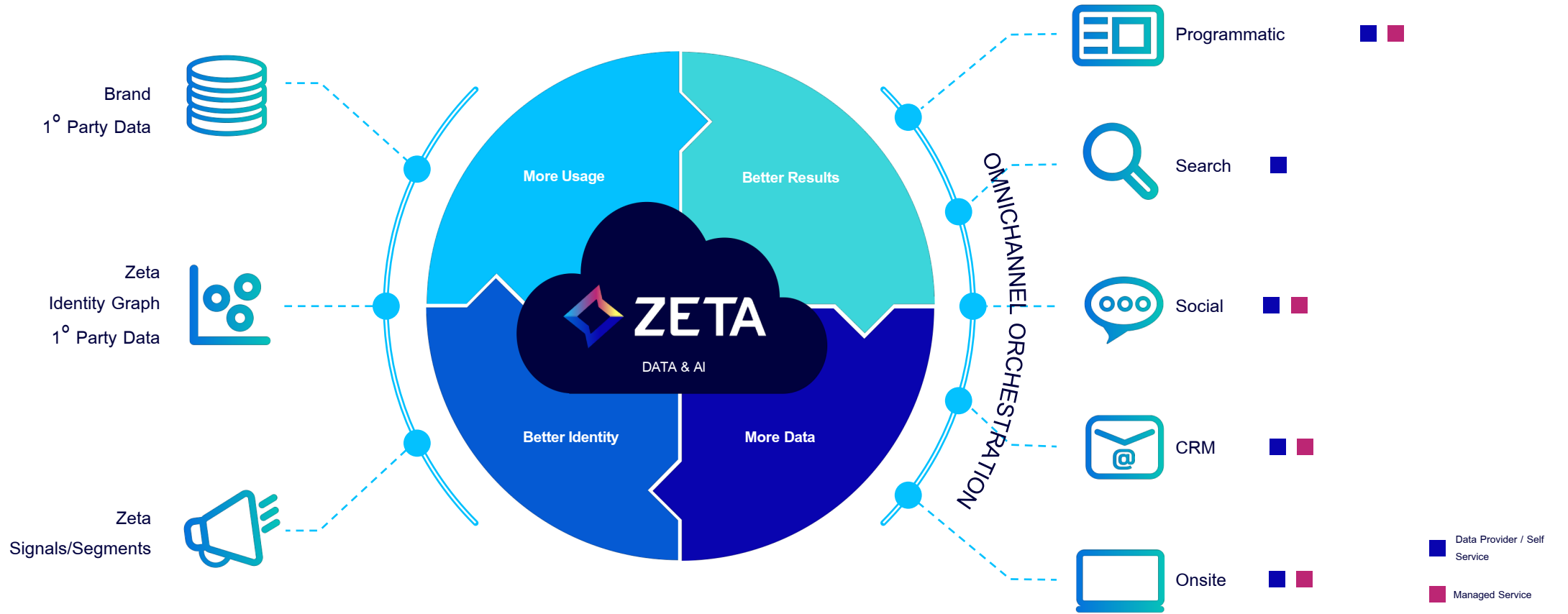


CDP+

Power Customer Growth

Our Customer Data Platform: CDP+

Results-driven AI unlocks consumer intent, personalise experiences driving acquisition, retention and growth



The “Pluses” in CDP+

Identity



- Customers and prospects in a single universe
- Integrated and rigorous identity resolution
- Custom business rules for identity unification and hygiene

Knowledge



- Enrich and extend identities through the Zeta Data Cloud
- Use any identifier in our identity graph to ID anonymous users
- Understand each individual customer's value, level of engagement, and propensity to convert

Opportunity



- Identify opportunities driven by market, location, event and customer insights
- View intent signals derived from customers and prospects
- Engage these audiences with relevant offers in a single click

What do the "Pluses" equal?

What can CDP+ do for you?

Results Zeta has delivered for brands across industries.

Identity

74x increase in number of append-able attributes

144% increase in number of enriched records

46% increase in number of full-profile records

Knowledge

17% forecasted margin improvement

67% increase in click rate for acquisition campaigns

Opportunity

43% reduction in cost per incremental new customer

35% improvement in campaign performance

Identity & Intent at Scale

The 3rd largest global Consumer Data set

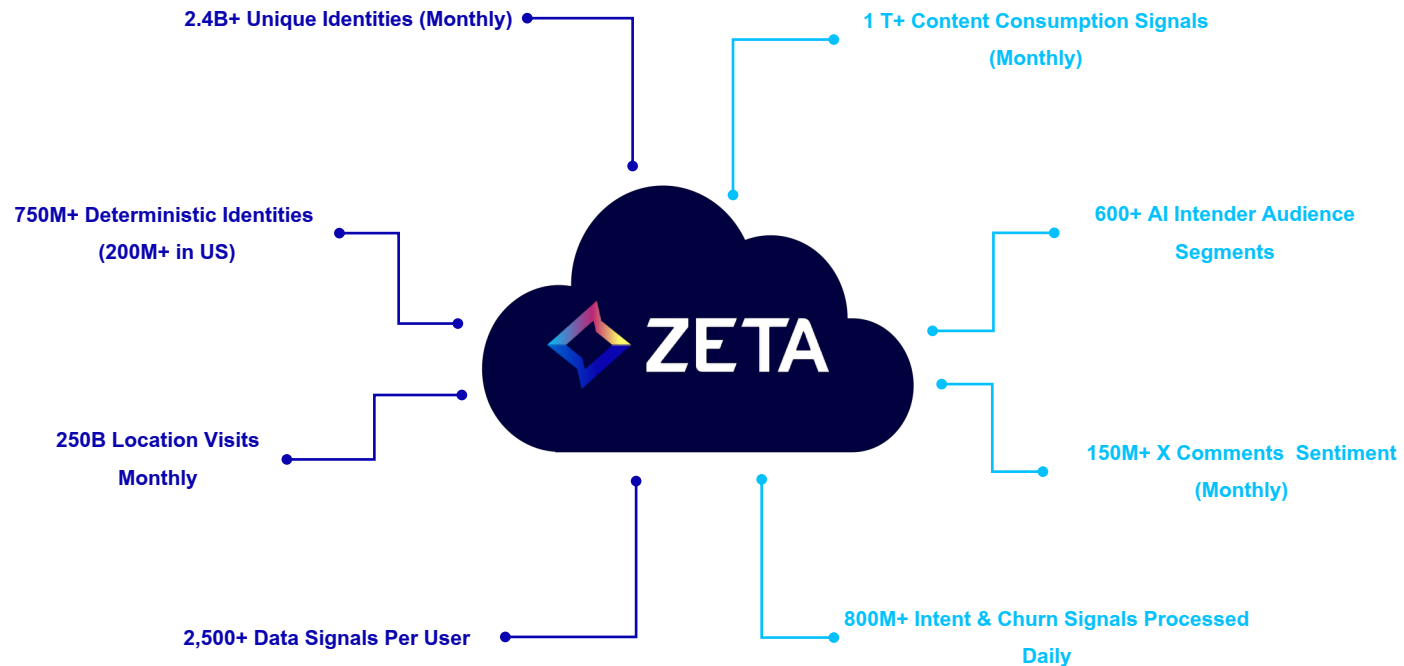
Identity

Owned & Operated

Proprietary data properties

Partnerships

- Digital publishers
- Offline Data Compilers
- Credit Bureaus
- Financial Institutions



Intent

Data Sources

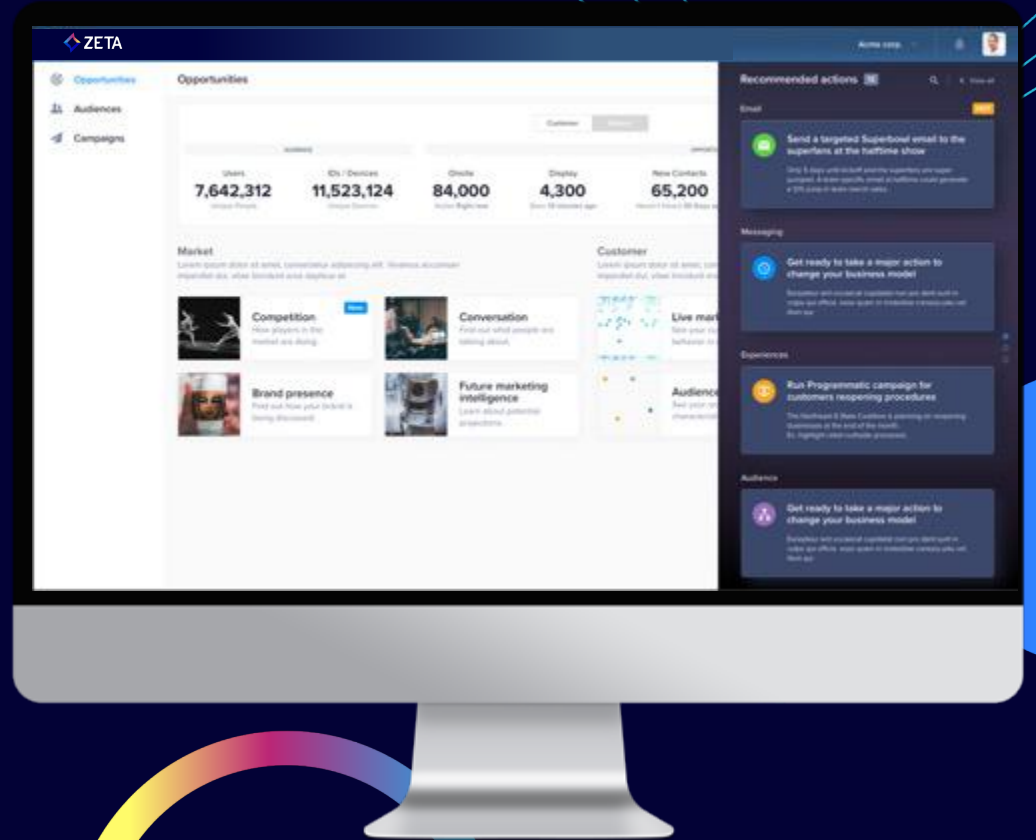
- Proprietary Social Commenting Platform (Disqus)
- Behavioral, Environmental, Transactional, Location signals
- Real-Time Bid Request Data

Zeta's

Opportunity Explorer

AI that leverages the Data Cloud to find and present new opportunities to engage your customers.

- Opportunities driven by Market and Customer insights, location, calendar, and more
- One-click responses to top opportunities as they happen
- Never miss an opportunity to grow revenue, engage customers, and acquire new ones



Advantages of Using CDP+



Integrated Identity

Structured and unstructured data

Schema-less architecture

Rigorous ID resolution and unification

Integrated data hygiene and validation



Customers & Prospects

Single unified view of customers and prospects

Individual enrichment from Zeta's Data Cloud

Opportunity recognition from acquisition to retention



AI-enabled Outcomes

Model and score propensity in real time and take immediate action

Eliminate waste by focusing on meaningful interactions and true revenue

True attribution modeling



1:1 Orchestration

Seamless omnichannel experiences

Personalization at an individual level

Customize message to best time and channel



Easy Implementation

Benefits realized in days vs. months

Works with your existing systems

Partners to help maximize your investment

Where does Zeta Fall?

CDP Institute has designated Zeta a Delivery CDP, the most robust category

Data CDP

Data Assembly

- Gather customer data from source systems, link data to customer identities, assemble unified customer profiles, and store the results in a database available to external systems
- Minimum set of functions required to meet CDP Institute's definition

Analytics CDP

Data Assembly + Analytics

- Analytics includes customer segmentation and sometimes extends to machine learning, predictive modeling, revenue attribution, and journey mapping
- Often automate data distribution to other systems

Campaign CDP

Data Assembly + Analytics + Customer Treatments

- Treatments can be different for different individuals within a segment (e.g., personalized messages, outbound marketing campaigns, real time interactions, or product or content recommendations)
- Often include features to orchestrate customer treatments across channels

Delivery CDP

Data Assembly + Analytics + Customer Treatments + Message Delivery

- Delivery may be through email, website, mobile apps, CRM, advertising, or multiple channels
- Often started as delivery systems and added CDP functions to support advanced analytics, personalization, or multichannel campaigns

Each category is additive and includes functions provided by the previous categories.



How CDP+ Works

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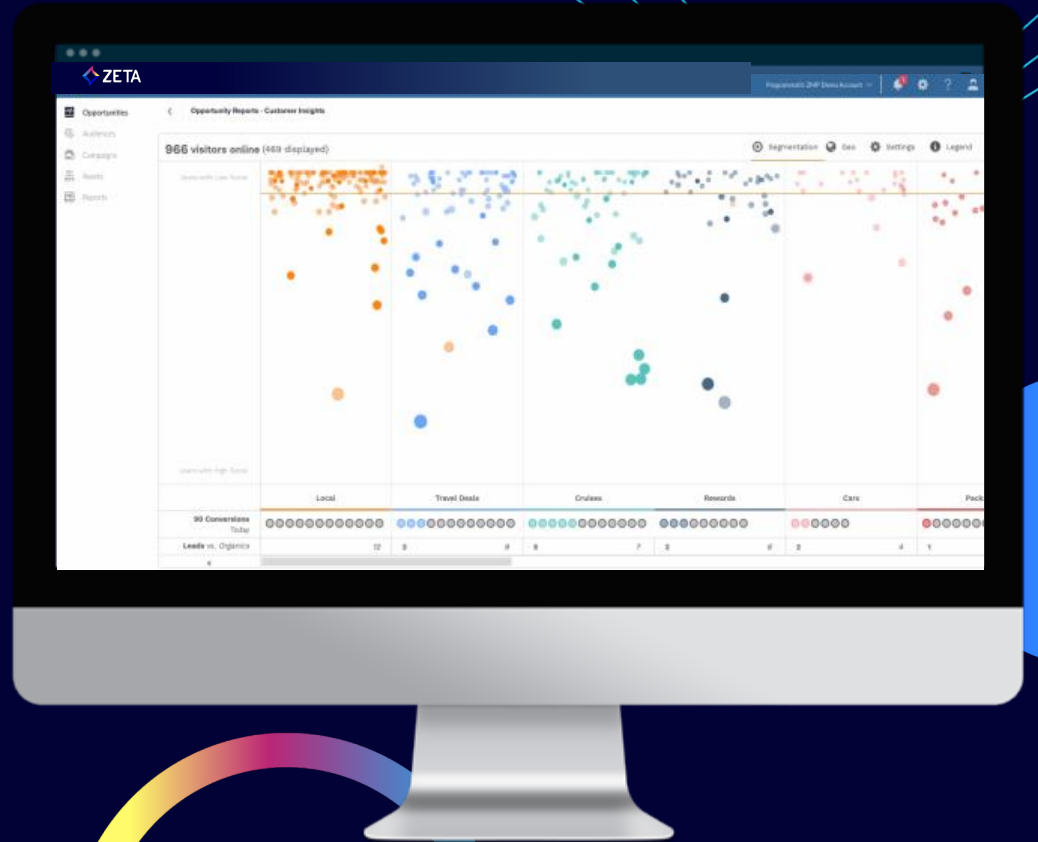
IDENTITY



Livemarketer

- Real-Time Scoring
- Interests & Engagement
- Score factors thousands of data inputs
- Determines Score from onsite activity – as well as other 1st, 2nd and 3rd party data sources
- Easily drive propensity to undertake a defined action
- Unique user-level insight
- Cross-sites, cross-device & multiple visits

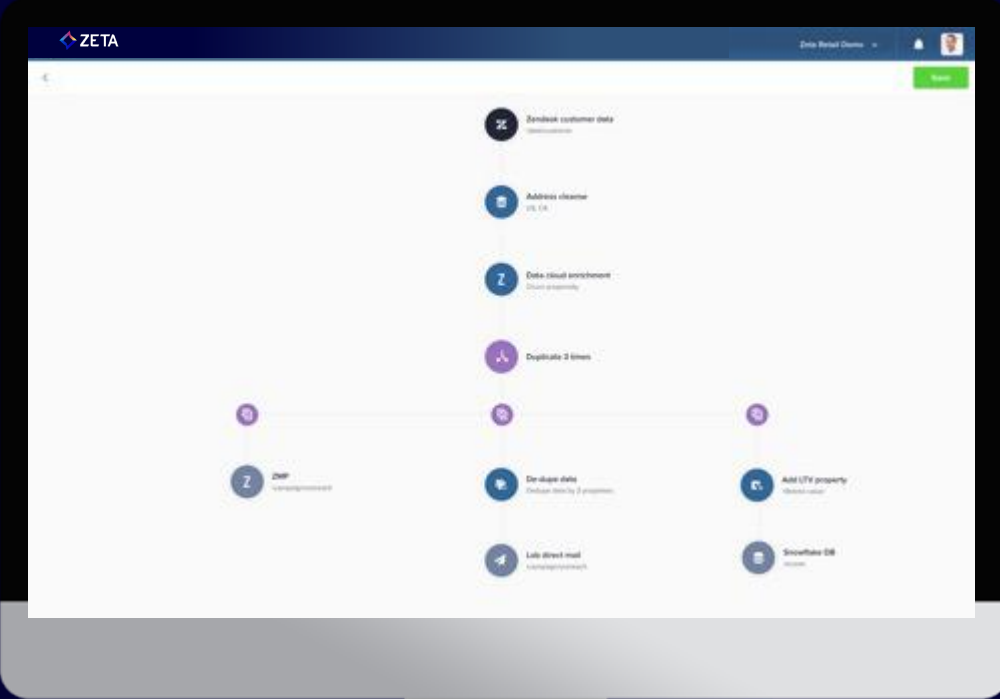
Real Time Behavioural Scoring



Data Conductor


UI to integrate data sources, simplify data operations, accelerate onboarding, and make engagement timely.

- Visually configure all real-time and batch data sources with inline ETL for both ingestion and syndication
- Add bespoke business rules for identity unification and hygiene
- Enrich and extend identities through the Zeta Data Cloud



Data Onboarding

Integrate and ingest any data source instantly to create a single source of truth for customer knowledge.



The screenshot shows a workflow in the ZETA interface for 'CA Point of Sale' data. The workflow consists of several steps: 'A Point of Sale' (Data File, 1,020,410 records), 'B Data Hygiene' (Data Cleaned, 1,020,410 records), 'C Enrichment' (Data, 1,020,410 records), 'Merge', 'De-Dupe' (Matched credit card), 'Identify Resolution' (Disambiguation), 'Send to Partner FTP' (Data into FTP), and 'Add into Zeta DB' (Data into main Zeta database). There is also an 'External Source' (Data File, 500,021 records) and another 'Data Hygiene' step (Data Cleaned, 498,230 records) that feeds into the 'Merge' step.

- Explore & Configure Data**
Visually configure real-time and batch data for ingestion and syndication
- Ease of Onboarding**
Simplify data operations and accelerate onboarding
- Enriched Identities**
Enrich and extend identities through the Zeta Data Cloud
- Custom Business Rules**
Add bespoke business rules for identity unification and hygiene

✓ Structured & Unstructured Data Sources

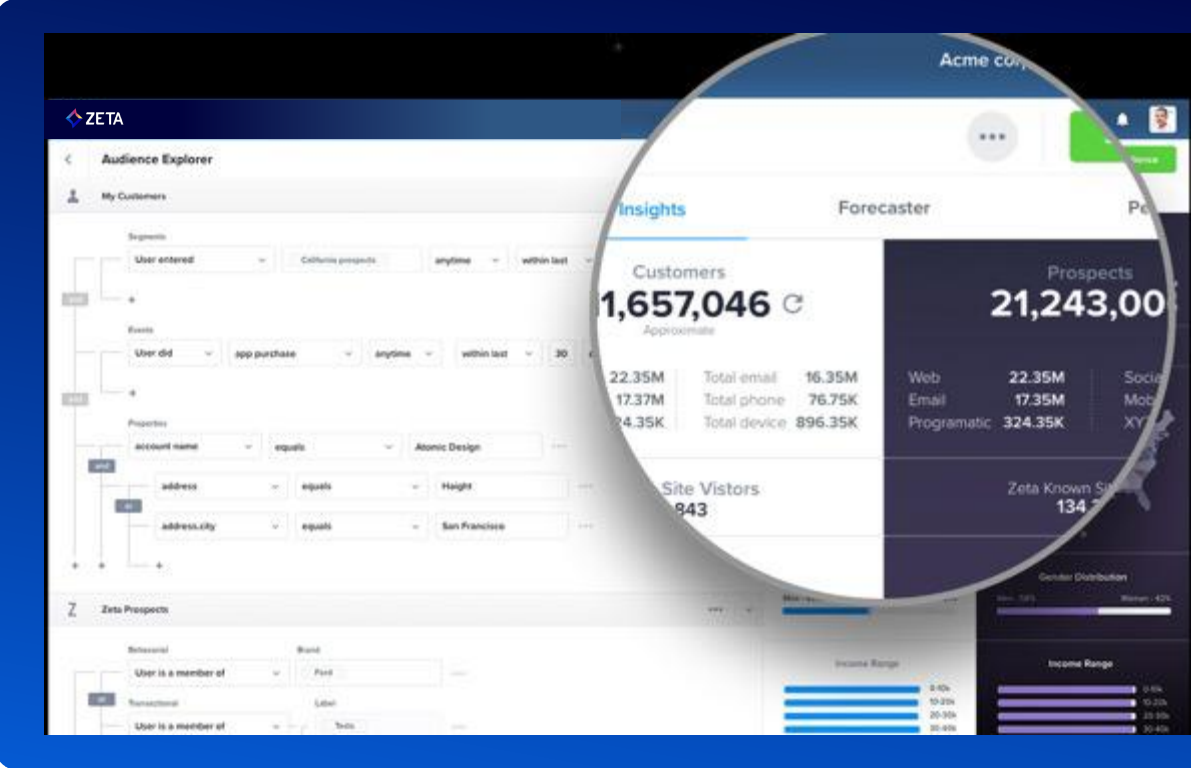
✓ Schema-less Data Architecture

✓ Pre-built integrations & simple framework

✓ Works with the tech you already have

Customers & Prospects

Create one universe where you can treat your best prospects just as well as your best customers.



Discover New Business

Find intent-based prospects and score them in real time.



Build Knowledge

Use any identifier in our identity graph to ID anonymous users.



Grow Your Audience

Discover and engage look-a-like audiences in the Data Cloud.



Expand Your Reach

Build personalized omnichannel experiences for known and anonymous users.

✓ Single Source of Truth

✓ Rigorous Identity Resolution

✓ Growth Via Acquisition

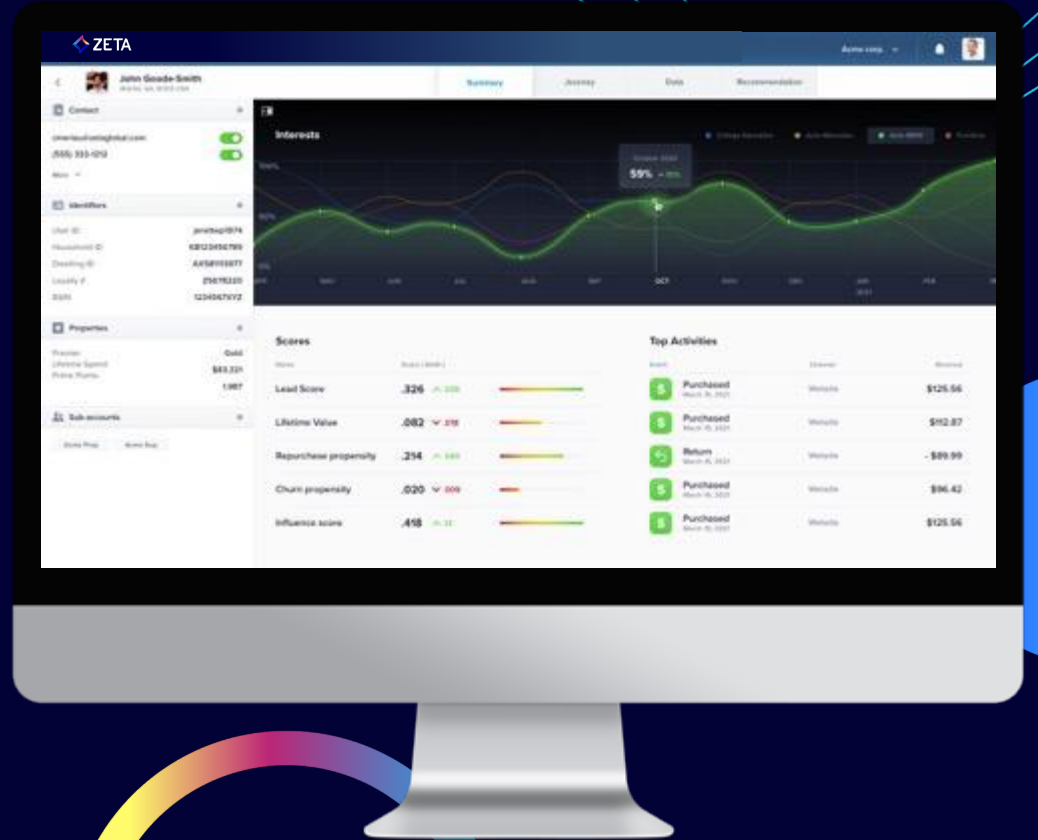
✓ Integrated Data Hygiene & Validation

Zeta's

Identity Manager

Understand customers outside the four walls of your brand. See their real-time behaviors, user attributes, and Data Cloud-enriched intentions.

- Rigorous identity resolution, unification and hygiene
- Extend Data Cloud ID graph & online and offline identifiers
- Enriched attributes and intender scores through the Zeta Data Cloud
- Customers and prospects universe explained in a single platform



Zeta CDP+

Single, Actionable Customer View

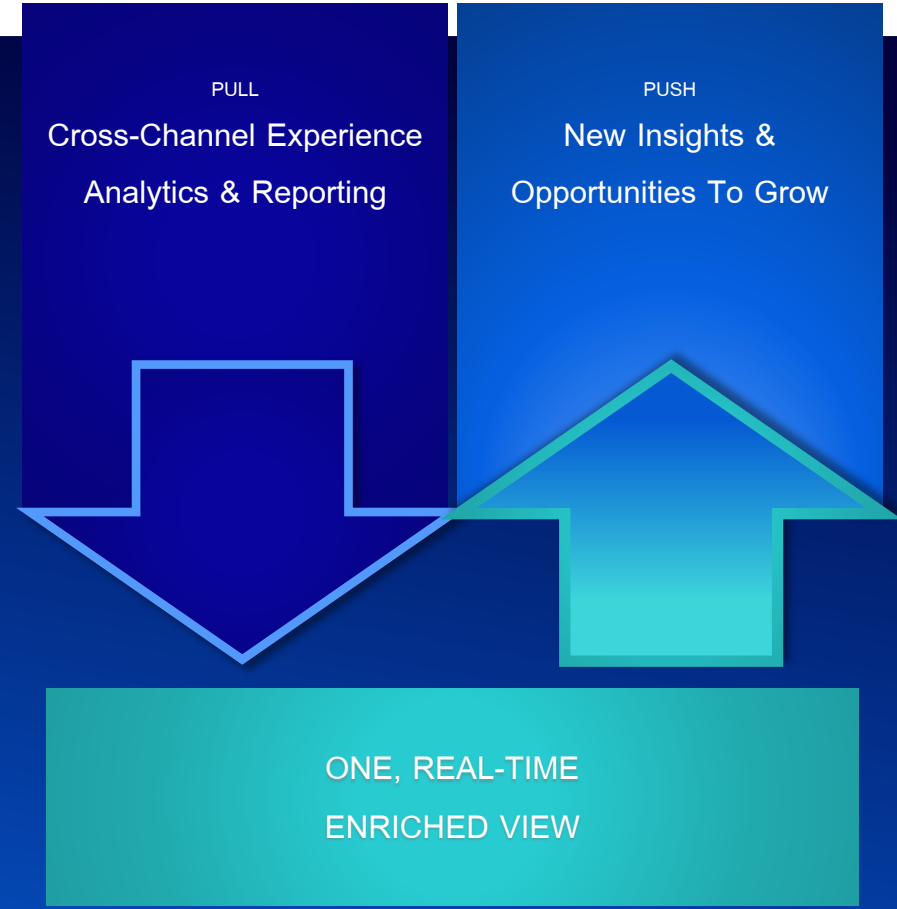
Zeta CDP+

Identity Resolution and Management



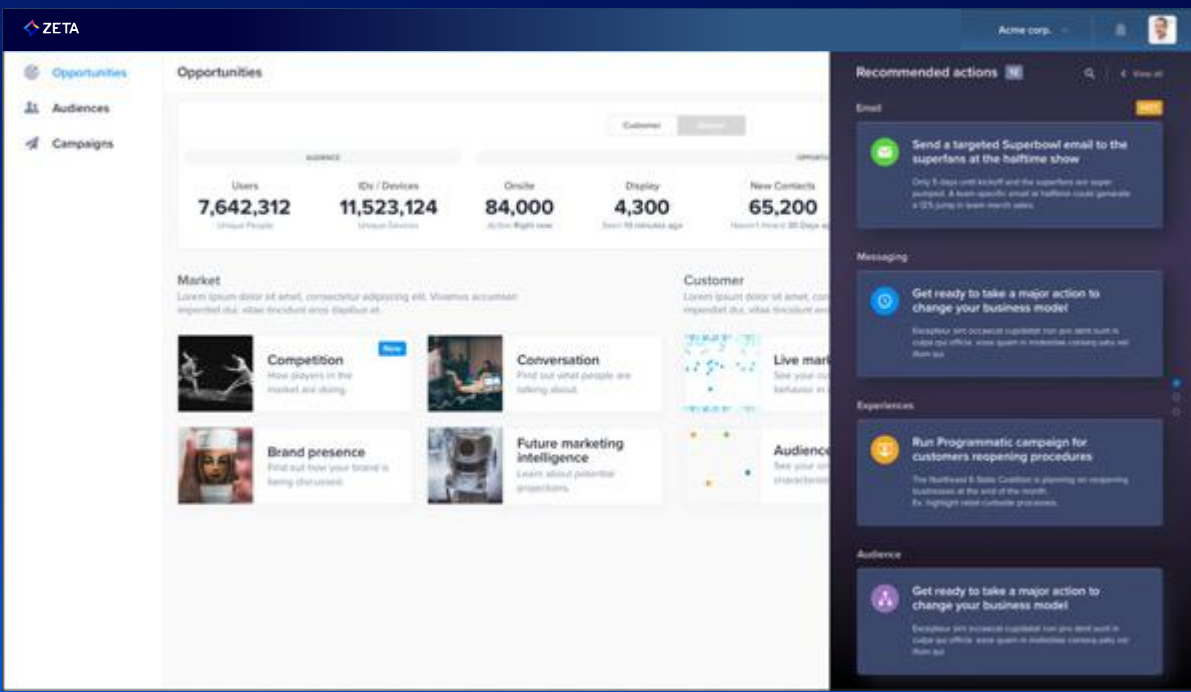
How CDP+ Works

2 KNOWLEDGE



Integrated Insights

Our robust analytics environment ensures you never miss an opportunity to engage customers, grow revenue or identify prospects for new business.



Action Cards

Act on real opportunities with one click, as they happen.

Outcomes-based Metrics

Analyze multitouch attribution and incremental lift backed by persistent ID

Opportunity Explorer

Find opportunities driven by market and customer insights, location, calendar, and more.

Work Smarter

Integrate seamlessly with existing business intelligence tools.

✓ Opportunity Scoring

✓ Multitouch Attribution

✓ Multitouch Attribution

✓ Custom Analytics

Zeta Data Cloud European Insights



MarketPulse™

- Identify key macro economic and vertical trends to market with confidence
- Zeta MarketPulse™ is a proprietary, real time index
- Predicts consumer sentiment and propensity to spend across key verticals in the United States

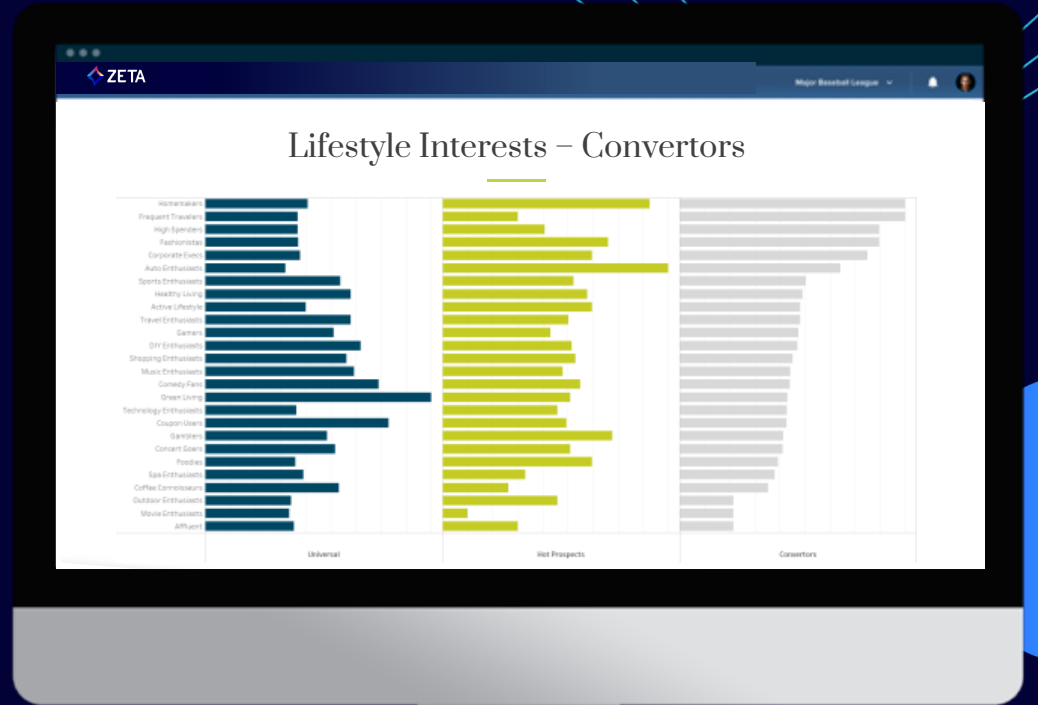
Market Precognition



Customer Pulse

- Compares first party behaviourally segmented audiences with nationally indexed signal data
- Provides insights on demographic profiles, lifestyle traits, affinity & intent
- Identifies opportunities & strategies to engage with both new & existing customers

Audience Insights



Vertical Insights

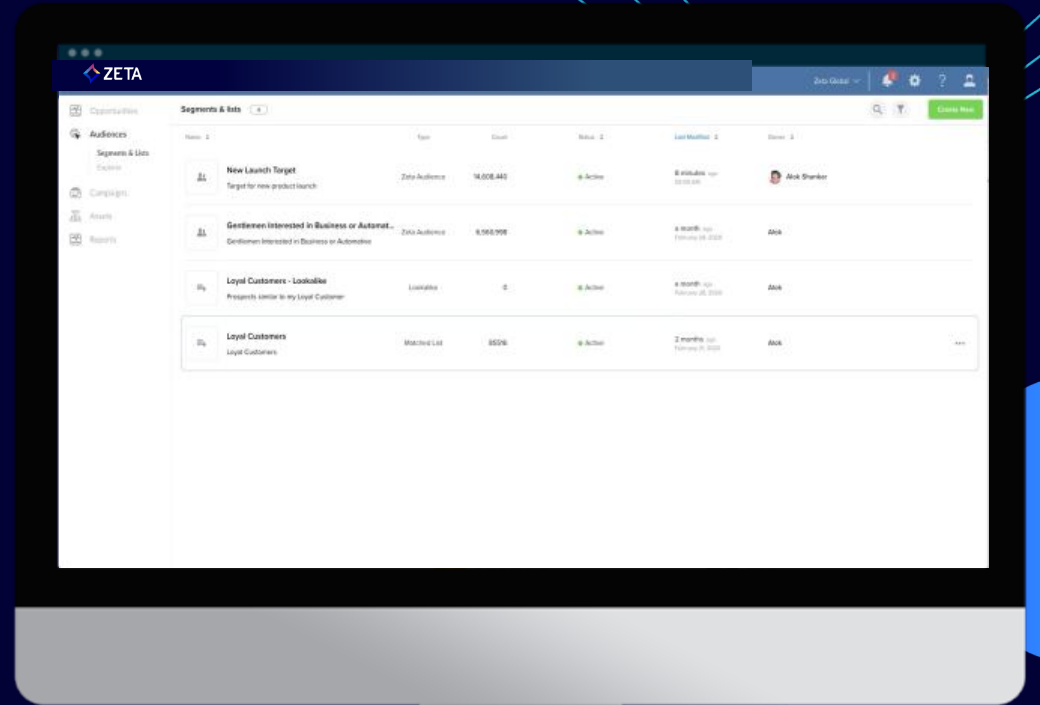
- Provides insights on sites visits, engagement trends, segment trends
- Compare performance across industry trends
- Explore data by country, by segment, by device
- Zeta's data is published in our industry trends report

Vertical Insights



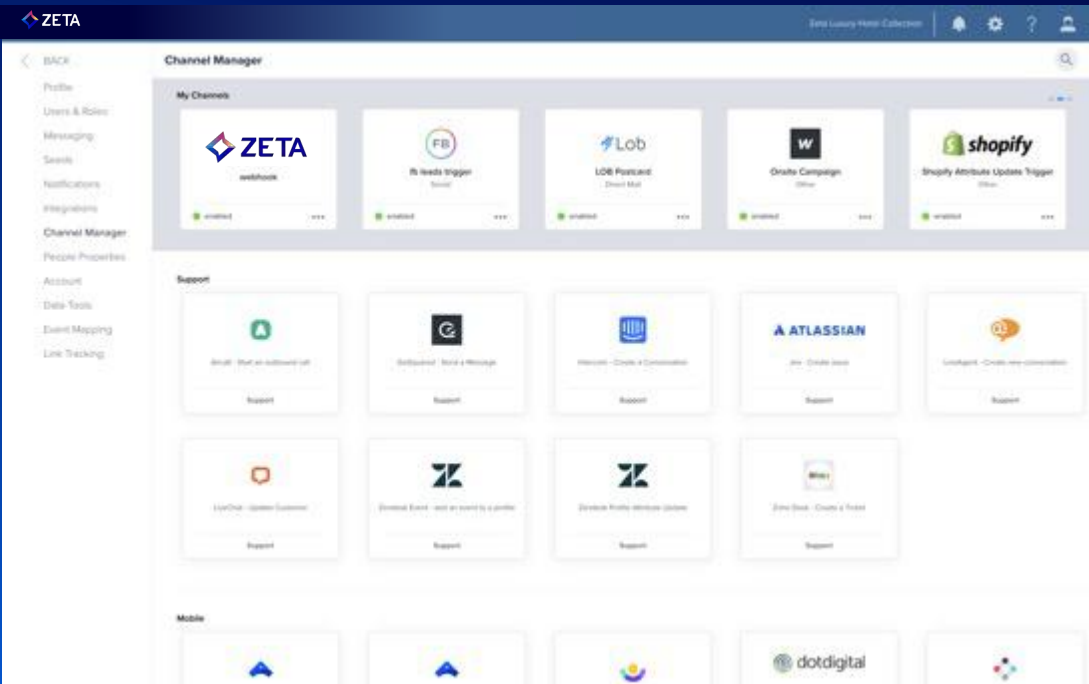
Zeta Audiences


- Create, manage, and activate the same customers across channels
- Recognise each customer as the same individual across channels
- Leverage a range of first, second- and third-party data
- Support for Website Personalisation, Programmatic, Email & CRM, Search, Social, Metasearch



Activate Anywhere


Understand and direct your customer's entire journey beyond the digital experience.






Efficiency and Scale

Use one platform for orchestration and activation across all channels.




True Omnichannel Approach

Turn on the ZMP capabilities to activate across thousands of paid and owned channels.



Actionable Knowledge

Understand once and engage customers in real time, anywhere.



Channel Expansion

Add new syndication channels and build connectors with ease.

✓ Omnichannel Orchestration

✓ Real-Time Engagement

✓ Personalization At Scale

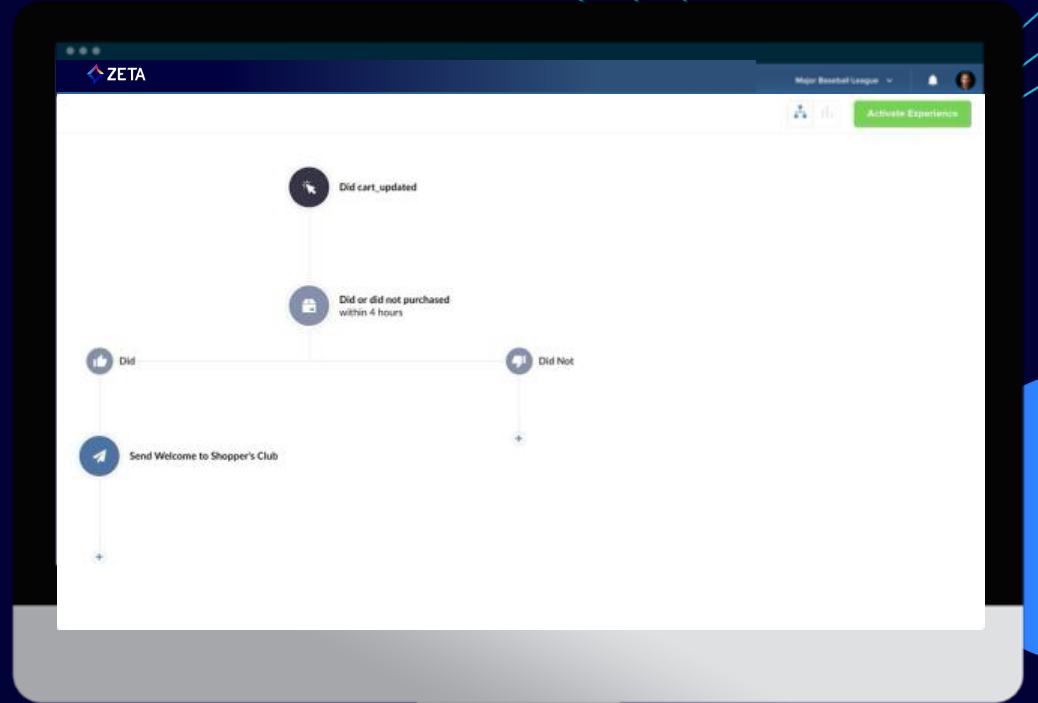
✓ Outcomes Driven



Omnichannel Orchestration

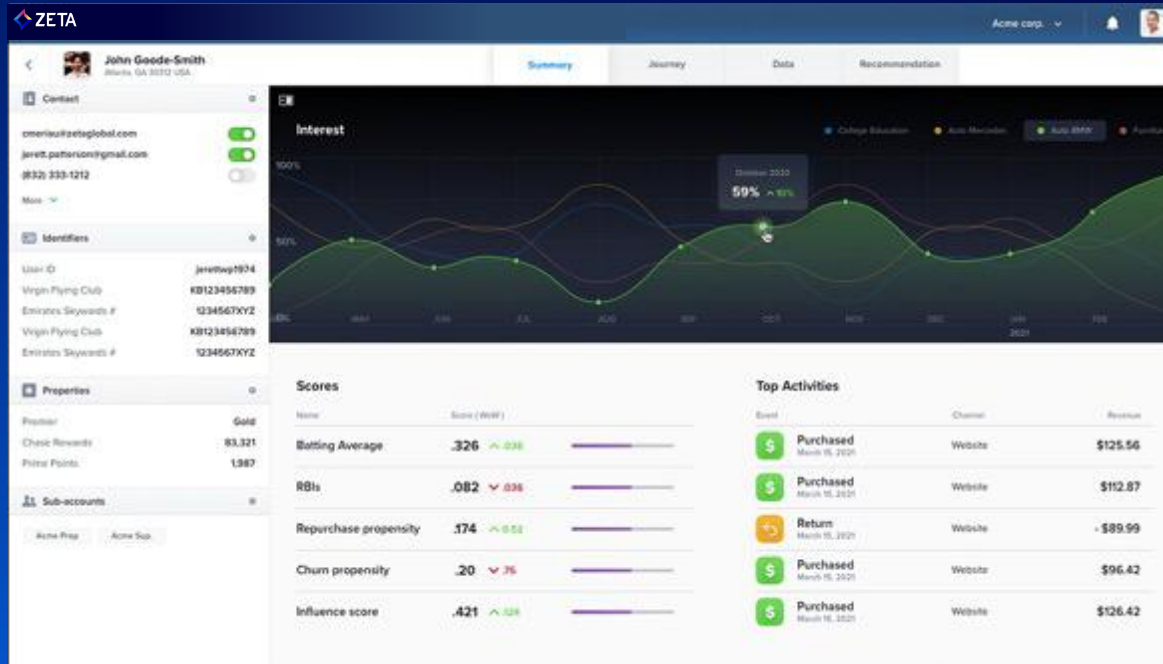
- 1:1 activation through the Experience Builder
- Batch activation through Broadcast campaigns
- Programmatic activation via Zeta DSP
- Onsite activation via Zeta Website Personalisation Platform
- CRM activation via Zeta Marketing Platform
- API's enable activation between environments

Experience Builder



Individualise & Optimise

Predict each customer's needs and make the right offer at the right time, every time.



Know The Score

Understand each individual customer's value, level of engagement, and propensity to convert.



Continuous Optimisation

Ensure customer interactions are continuously optimised to the right time, right place and best offer.



Personalisation At Scale

Deliver 1:1 offers enhanced by up-to-the-minute insights from the Data Cloud.



Decisioning Power

Unlock customer knowledge and predictive insights at your fingertips with powerful AI.



Individual Scorecard



Personalised Offers



AB Testing And Send Time Optimisation



Powerful AI Engine



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