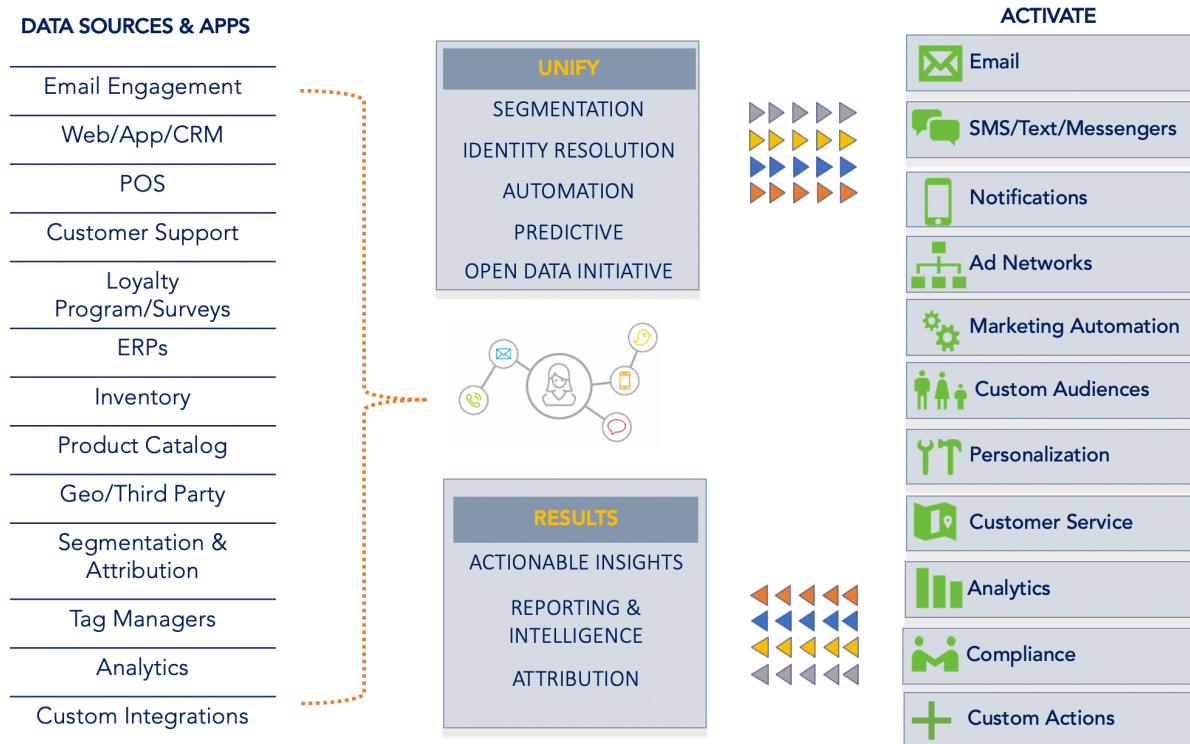# Customer Experience Is The New Brand

Brands today compete on customer experience and personalization. Customer expectations have been set by companies like Amazon, Netflix, Google and others, customers expect your experience and brand to be just as seamless and personalized.

But how do you keep up with skyrocketing customer expectations?

You need SkyPoint's **Intelligent Customer Data Platform (ICDP).** Our ICDP empowers you to make informed, real-time decisions on how to personalize your customer's unique experience by removing the hassle of collecting, storing, interpreting, and ultimately reacting to your ever-mounting pile of customer data - all powered and enabled by machine learning and artificial intelligence solutions.

Our ICDP plugs into your internal and third-party data sources to provide real-time, unified, self-service access to <u>all</u> your customer data. Finally, a holistic 360-degree view of your customer and their unique interactions and responses to your experience.

DATA SOURCES & APPS
- Email Engagement
- Web/App/CRM
- POS
- Customer Support
- Loyalty Program/Surveys
- ERPs
- Inventory
- Product Catalog
- Geo/Third Party
- Segmentation & Attribution
- Tag Managers
- Analytics
- Custom Integrations

UNIFY
- SEGMENTATION
- IDENTITY RESOLUTION
- AUTOMATION
- PREDICTIVE
- OPEN DATA INITIATIVE

RESULTS
- ACTIONABLE INSIGHTS
- REPORTING & INTELLIGENCE
- ATTRIBUTION

ACTIVATE
- Email
- SMS/Text/Messengers
- Notifications
- Ad Networks
- Marketing Automation
- Custom Audiences
- Personalization
- Customer Service
- Analytics
- Compliance
- Custom Actions

Reimagine your brand, deliver cutting-edge and relevant experiences across devices, and converge online and offline worlds. Deliver on the promise of omni-channel marketing. Reach your customers with the right message, at the right time, on the right

channel. We won't tell you how important it is to be in the right place at the right time. We will tell you how to get there.

How does ICDP work?

SkyPoint solves a major problem for marketers; how to make use of customer data across all channels in real-time. SkyPoint is even able to capture "frequent flyer" - someone who visits a site often but hasn't made a purchase. This makes it easy to respond by sending a targeted email. Perhaps someone has unsubscribed to a mailing list but is still visiting the website. SkyPoint makes it so these "unsubscribers" receive promotion alerts on the web, but active email users will not. If someone is already deeply engaged with a website, SkyPoint makes it so this user can be removed from a remarketing pool to reduce ad spend. When cross-channel data comes together in this manner, the doors are blown open for cognizant campaigns that are great for a tight budget as well as a good user experience.

The process can be broken down into three main components:

- **Data Collection and Data Model (Common Data Model):** Data can be sent to SkyPoint from a website, through an email service provider, a mobile app service provider, CRM, ERP or any custom data source to transform to Common Data Model (CDM). We support over 80+ data sources and applications out of the box and available custom integrations.
- **Profiles – Unification, Enrichment & Segmentation:** Data is filtered, merged, and aggregated to create user profiles. These user profiles can then be segmented to create highly flexible targets for marketing campaigns or further analysis.
- **Activation & Execution:** Segments can be used through personalization campaign execution from within SkyPoint utilizing no-code visual workflows or exported to one of many third-party tools for email, ad, or any other type of messaging execution. We support over 200+ application integrations out of the box and available custom integrations.

Data doesn't purchase anything online. People do. How can you realize business value from ICDP?

1. Segment and Target:
   a. Based on customer profile data and brand interactions, ICDP AI technology intelligently segments customer profiles into groups that mimic real-life, personal relationships with your brand: *Passers-by, Acquaintances, Fans and More*. You can send targeted, personalized,

timely and relevant marketing messages and promotions to each segment with confidence of high degree conversion.

2. Repeat Customers:
   a. Keep customers coming back for more…Leverage ICDP AI to visualize and target those who are ready to buy again.
3. Enable referrals:
   a. Identify customers who are highly likely to refer others
4. Reduce churn rates.
   a. Identify customers who are most likely to leave your brand for others and let ICDP to recommend the "next best action" to retain them.
5. Lower customer service complaints:
   a. Proactively reach out to specific customers to fewer customer service complaints
6. Let ICDP gather, map, and harmonize data so your teams can spend more time on other valuable tasks.
7. Smarter Recommendation Engine:
   a. Develop highly converting recommendations (cross-sell, upsell) using ICDP's single view of the entire customer journey
8. Personalize website and apps for higher conversion rates using ICDP's single view of the entire customer journey
9. Smart Search and Guided Selling:
   a. Utilize ICDP's Natural Language Processing (NLP) engine's topic extraction in addition to keywords to enhance search
10. User-level Topic Affinities
    a. Through automatic rich topic extraction, each URL has a set of topics, through data collection and user fields, each user has a set of URLs visited. Given the link between URLs visited and topics for URLs, ICDP can algorithmically calculate which topics a customer has shown interest in.
11. Content Recommendation and Personalization:
    a. By utilizing the power of the topic taxonomy and user-level topic affinities, ICDP is able to make very educated content recommendations. Content recommendations can be utilized for personalization on the website and product details pages.
12. ICDP Scores: Each customer is scored 1-100 scores on:
    a. Quantity
    b. Frequency
    c. Recency
    d. Intensity

   e. Momentum
   f. Propensity
13. Behavioral Audiences
   a. Frequent Users: People who interact with your brand a lot.
   b. Infrequent Users: People who interact with your brand occasionally.
   c. Deeply Engaged Users: People who show a lot of activity when they do interact with your brand.
   d. Casual Visitors: People who show little activity when they do interact with your brand.
   e. Likely To Re-engage: People likely to come back based on their past activity patterns.
   f. Unlikely To Re-engage: People not likely to come back based on their past activity patterns.
   g. At Risk Users: People who's interaction behavior is changing for the worse.
   h. Binge Users: People who show a lot of activity when they do interact with your brand.
   i. Perusers: People who visit often but rarely interact deeply with your brand.
14. Target High-Value Prospects
   a. Access the data you need to create your own segments so you can target and convert more new customers that look and act like your best existing customers.
15. Reduce Ad Waste
   a. Make your budget go further. Optimize bid strategies by segment and serve personalized ads to improve overall campaign efficiency with smarter targeting.
16. Recover Cart Abandoners
   a. Don't lose a new customer in the last mile. Identify shopping cart abandoners in real time and deliver personalized incentives across channels to draw them back.
17. Keep Customers Engaged:
   a. Deliver personalized customer experiences tailored to the interests and behaviors of the individual.
18. Recognize and Retain Customers at Risk
   a. Access the data you need to recognize at-risk customers before you lose them. Then, deliver personalized experiences that increase retention rates.

19. Recommend the Right Products for Upsell
    a. Unleash the power of machine learning for personalized product recommendations. Promote cross-sell and upsell based on each individual's interests, behaviors, and purchases.
20. Get to Know Your Potential Customers
    a. By unifying data for everyone in your universe, both known and anonymous, you can turn more anonymous individuals into known prospects, and more known prospects into new customers.
21. Health of customer database and built trust with customers by deep personalization.
    a. See trends and understand the customer buying behaviors.
    b. Assign value to each customer interaction.

How do I get started?

- Request a free trial and demo at https://skypointcloud.com
    - We have a plan for all sizes and budgets and can help match you to the right solution.
    - All paid plans include onboarding, training, support and available professional services.