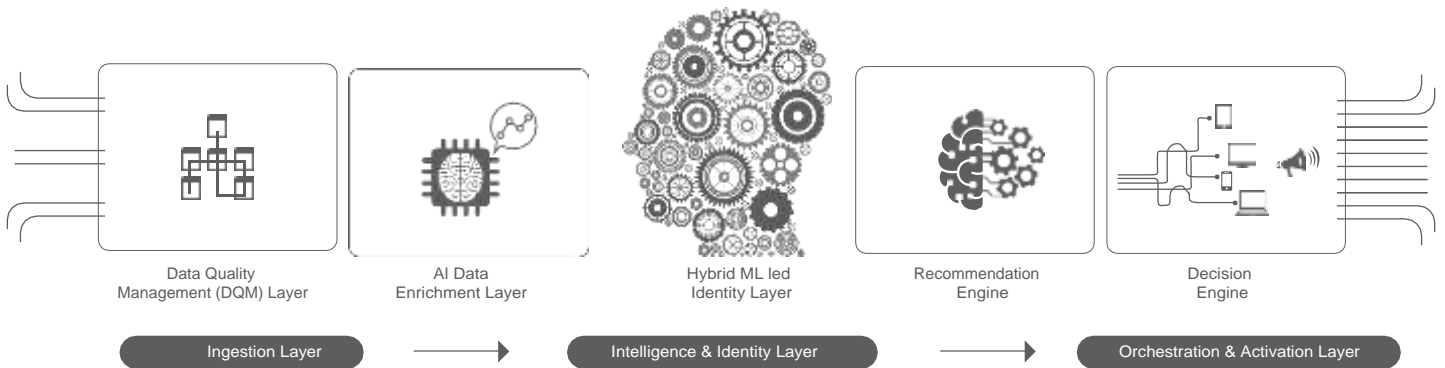## Company Overview

FirstHive is the world's first Full Stack CDP to apply Machine Learning for building unified customer identities

FirstHive is an industry leading Intelligent Customer Data Platform. We help enterprises take control of their customer data and provide marketing organizations with a suite of tools that enable them to execute highly personalized campaigns that achieve exponentially higher ROIs.

We accomplish this by bringing together data from every customer touch point, Including Websites, Bots, Social Presence, Mobile Apps, etc. We have 100+ product integrations today across CRM, Mobile analytics, Web re-targeting, Voice/ Customer care, Cloud Telephony, CMS, Ad networks, Programmatic Ad tools, Social, etc. As an enterprise connects all its digital channels & marketing tools to its FirstHive account, we use proprietary Machine Learning algorithms to rapidly build unified customer identities

With these data rich unified identities, brands are able to optimize marketing choices around - content affinity, audience selection, channel preference & time of nudge. FirstHive has delivered some spectacular Marketing ROI acceleration to enterprises. Today 30+ large global enterprises including some of Asia's Top 10 Banks, world's largest pet food company, world's leading FMCG company, world's leading Fund Management companies, world's leading Beauty company, world's leading Eye Care company, among others leverage FirstHive to drive their marketing objectives

Use Cases Supported: The FirstHive CDP enables powerful use cases across customer acquisition, retention, or growth goals for our clients

Data Quality Management (DQM) Layer	AI Data Enrichment Layer	Hybrid ML led Identity Layer	Recommendation Engine	Decision Engine

Ingestion Layer	→	Intelligence & Identity Layer	→	Orchestration & Activation Layer

ACQUISITION	CONVERSION	RETENTION
• Data Unification (Offline and Online)	• Customised Promotions and Offers	• Renewals and LTV
• Unified Identity Building	• Cross Sell and Up Sell	• Enhanced Customer Experience
• Targeted Email/ SMS/ Notifications Campaigns	• AI based Recommendation Engine	• Rewards and Loyalty Programs
• Targeted Remarketing	• Customer Referral Program	• Early Access Program
• Ad Suppression	• Channel Engagement	• Data Analytics for Attribution and Churn Prediction
• Lookalike Modelling	• Abandon Carts	• B2B2C Campaigns
• Real-time content recommendations	• Coupon Usage recommendation	• Pre-emptive Support
	• Channel, Content and Time Affinity Models	• Intent and Attribute Mapping

For more details: 📞 +91 9035889292 ✉ avinash.raj@firsthive.com Follow us on:

Technology Overview

Comprehensive Data Integration Capability

Ability to ingest data from ANY data source and make the same available across ANY destination source

Data Segmentation

Comprehensive Data Segmentation capabilities, to truly drill down to a Segment of One

100% Data Ownership

You own your data. Period. No data is locked in any proprietary formats. All data is 100% portable for the client

Actionable Analytics

All this, with complete visibility over every data source or campaign, ensuring you are in control of your marketing

Flexible Data Provisioning Rules

Complete flexibility to mask all customer PII (Personally Identifiable Information) and share access with internal and external stakeholders, without the data leaving the platform
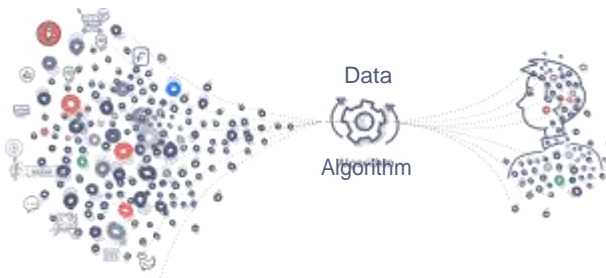
Quick Deployments

Ready connectors across the marketing ecosystem ensures we are able to go live with a client deployment in under 4-6 weeks

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Data

Algorithm

FirstHive's hybrid Machine Learning algorithms create unique customer identities from every interaction recorded by the platform. For every interaction or data ingested, we derive the identity, behaviour, and context of interaction information, which feeds into our algorithms. The result is unlocking of unique customer identities, and industry beating identity creation, which is made available across various brand tools and touch points. Coupled with our predictive recommendations, this becomes a killer combo for our clients

TESTIMONIAL

"FirstHive enables marketers to create identity classes of anonymous customer interactions across multiple channels, and enables tracking & segmentation, which is not possible via traditional means."

Varun Kaushik
Head Marketing,
Landmark Insurance

SECURE PLATFORM

Compliant with applicable global regulations like SOC-2, ISO 27001, CCPA, GDPR

CLOUD AGNOSTIC

Deployments across the globe on AWS and Azure instances

RAPID RELEASE CYCLE

Rapid development cycle. New release every fortnight. With major upgrade every quarter

Global Partnerships

Microsoft · Tangentia · wipro · TATA · accenture · Cognizant · NetApp

Teams cheering for us

Microsoft For Startups · NETAPP EXCELLERATOR · GENNEXT HUB · FinTech Innovation Lab ASIA-PACIFIC · Singapore Tourism Accelerator

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