first hive

TOO MANY SOURCES & MARKETING CHANNELS TO TRACK?

Get a 360° Customer View that enables an enriched Customer Experience

TAKE CONTROL OF YOUR MARKETING

FirstHive, an Intelligent Customer Data Platform (CDP) that helps Enterprises experience up to 6X increase in Marketing ROI. It is the world's first CDP to leverage Machine Learning to build Unified Customer Identities. FirstHive is privacy-by-design and drives actionable campaigns targeting recommendations which contribute to a significant increase in Marketing ROI.
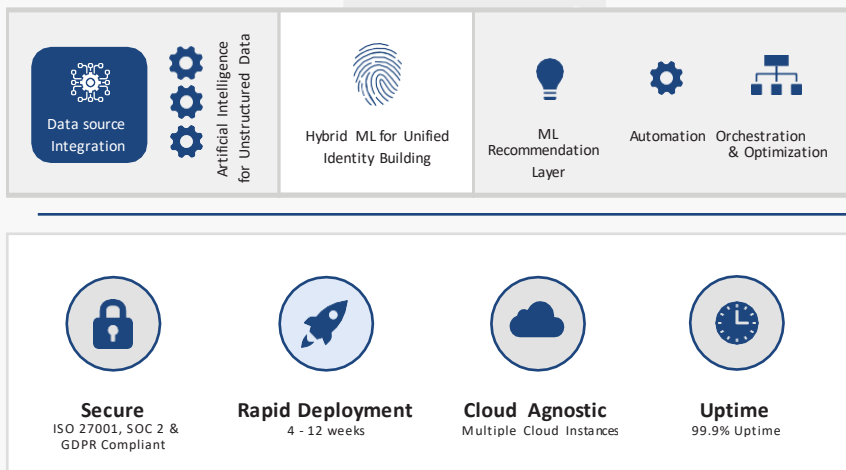
HOW DID OUR CUSTOMERS ACHIEVE 6X ROI?

FirstHive is a full stack CDP

1. Data Ingestion   2. Identity Building   3. Activation

Data source Integration	Artificial Intelligence for Unstructured Data	Hybrid ML for Unified Identity Building	ML Recommendation Layer	Automation	Orchestration & Optimization

Secure
ISO 27001, SOC 2 & GDPR Compliant

Rapid Deployment
4 - 12 weeks

Cloud Agnostic
Multiple Cloud Instances

Uptime
99.9% Uptime

CUSTOMER STORIES

2.4X growth in customer engagement across channels for a leading global pet food company

$800Mn worth of new business generated for a leading bank

72% jump in number of active customers for the world's leading eyecare brand

WHAT DO YOU GET WITH FIRSTHIVE?

- 360° CUSTOMER VIEW
- PREDICTIVE INSIGHTS
- CROSS CHANNEL DATA INTEGRATION
- UNIQUE CUSTOMER IDENTITIES
- OMNI CHANNEL JOURNEY ORCHESTRATION
- GDPR COMPLIANT

WHAT ELSE CAN YOU ACHIEVE WITH FIRSTHIVE?

STAGE	ACQUISITION	CONVERSION	RETENTION
USE CASES	Data Unification (Online and Offline)	Targeted Coupons/Offers	Renewals and LTV
	Unified Identity Building	Cross Sell and Up Sell	Enhanced Customer Experience
	Hyper-Personalized Website/Microsite/Email/SMS/ Notification Campaign	AI based Recommendation Engine	Reward and Loyalty Programs
	Targeted Remarketing	Customer Referral Program	Early Access Program
	Ad Suppression	ROMI Analysis	Data Analytics for Attribution, Basket Analysis, Churn Prediction
	Lookalike Modeling		

OUR CUSTOMERS, LOVE US.

FAR EAST HOSPITALITY · Pidilite · Gulf · ESSILOR SEEING THE WORLD BETTER · AVANSE EDUCATION LOANS ASPIRE WITHOUT BOUNDARIES · BRIGADE · PRINCE PIPING SYSTEMS

ICICI Bank · HeyBnb · legrand · FE CREDIT VAY TIÊU DÙNG TÍN CHẤP · COTY BEAUTY, LIBERATED · NRB · FRANKLIN TEMPLETON INVESTMENTS

MEDIA & RESEARCH THAT SPOTTED US

FORRESTER®

MARTECH LEADERSHIP AWARDS
16th April, 2019
Holiday Inn, New Delhi
Best Customer Data Platform (CDP)
FirstHive

NETAPP EXCELLERATOR

NASSCOM Emerge 50 Awards 2017

unbound 50 Singapore

Microsoft For Startups

YOUR STORY TECHSPARKS 2018 TECH30

CoE-DS&AI