



In today's rapidly evolving digital era, brands are grappling with escalating customer acquisition costs (CAC), stringent data privacy regulations, dwindling conversion rates, and the challenge of customer retention. Traditional methods of customer engagement are proving inadequate, resulting in fragmented customer experiences and waning customer loyalty. The regulatory changes further threaten to make customer acquisition and retention more costly and complex. zblocks Consumer Engagement Platform, offers a transformative solution that optimizes your marketing funnel from lead generation to acquisition, engagement, and loyalty, all while respecting data privacy and personalizing customer interactions for improved conversion and retention.

### Next-gen customer acquisition and engagement platform

 <p>Decrease cost of customer acquisition</p>	 <p>Respect user privacy and prepare for upcoming regulations</p>	 <p>Get zero-party data and real-time auditable analytics</p>	 <p>Increase your customer lifetime value</p>
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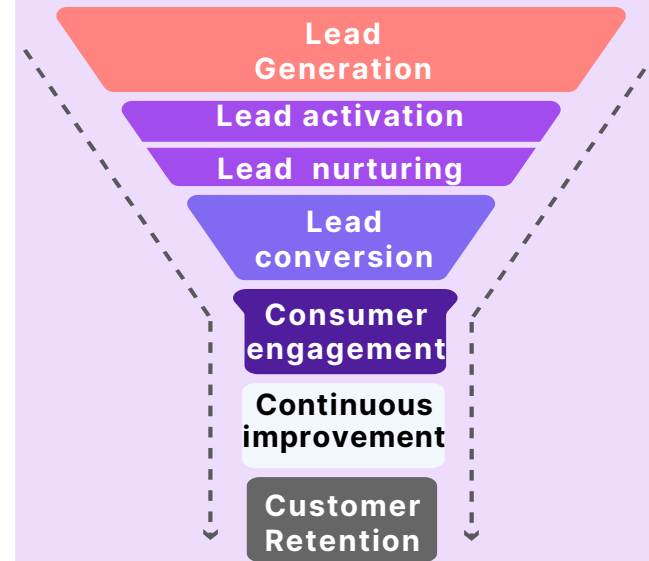
### Consumer acquisition and engagement challenges

- 1 Rising customer acquisition cost (CAC)
- 2 Privacy regulations make it hard to acquire zero party data
- 3 Internet morphing into a cookie-less network
- 4 Declining efficacy of emails and legacy channels
- 5 Privacy aware demographic shift



30+ team members located across North America, Europe, Middle East and Asia

### Value delivered at every step of the marketing funnel



- **Lead Generation:** Streamline lead capture without personal data for enhanced conversion rates.
- **Lead Activation and Nurturing:** Amplify engagement through personalized and interactive content.
- **Lead Conversion:** Increase conversions with targeted offers and personalized interactions.
- **Consumer Engagement:** Foster trust, loyalty, and compliance through a secure and transparent platform.
- **Continuous Improvement:** Leverage zblocks analytics to refine customer strategies amidst regulatory & market changes.
- **Customer Retention:** Foster long-term relationships by implementing effective retention strategies and personalized experiences to maximize customer lifetime value.



## Representative Customers/pilots

- One of Asia's largest bank
- Fortune 500 Insurance company
- Large North American telecom
- Fashion brand in the UK
- Large US-based insurance company

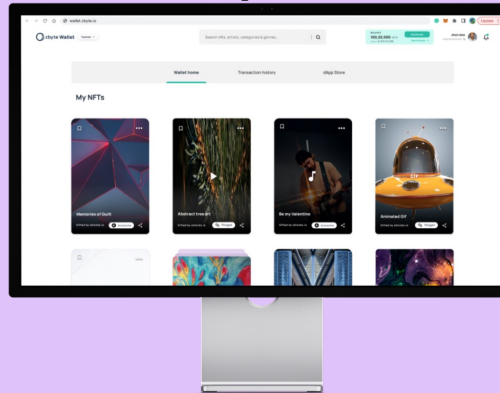
## KPIs and Metrics

- Decrease in Customer Acquisition Cost through optimized lead generation and conversion
- Increase Customer Lifetime Value
- Churn Reduction
- Zero-party data collection

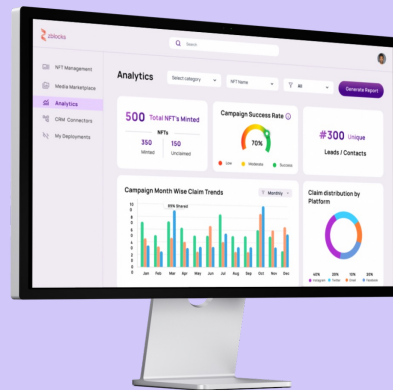
## Contact Us:

www.zblocks.io  
discover@zblocks.io

## Consumer-friendly user experience



## Real-time first-party consumer insights & auditable analytics in your CRM



## Customer testimonial



*Our lead generation and acquisition has skyrocketed with zblocks! Beyond that, our customer engagement has reached new heights. We have a future-proof solution in light of upcoming data regulation.*

– Fortune 500 Bank

## Supported systems of engagement\*



zblocks was onboarded into the **Microsoft Pegasus program**  
(i.e., top 100 sponsored startups globally)



**zblocks Consumer Engagement Platform runs on Microsoft Azure**

\*More integrations planned in 2023/24