



Solutions ▾

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Creating Customer Identities.  
Driving Marketing ROI.

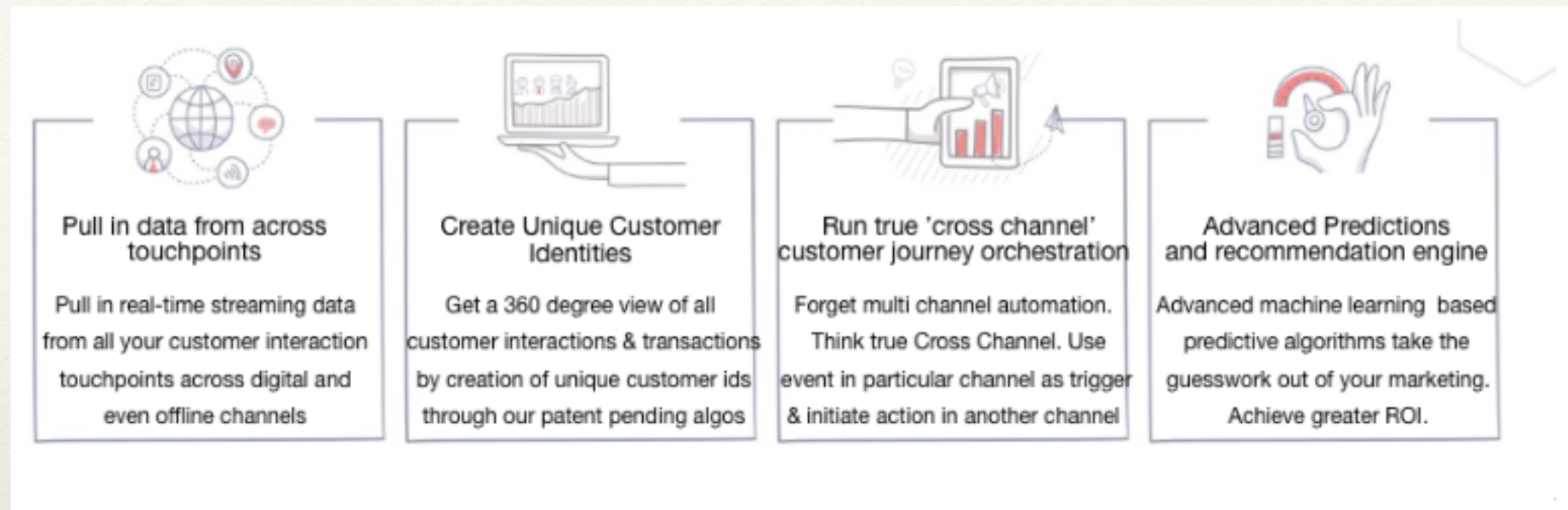
Create a Free Account!

*A Walkthrough*

# FirstHive

Creating Customer Identities.  
Driving Marketing ROI.





*Key 4 Stage Process as Differentiator*

# Making marketing decisions

The power of a Customer Data Platform combined with the agility required by a true B2C Marketing Automation platform



# Streaming Channel Setup





## Active Channels



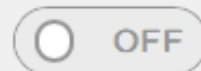
## Inactive Channels



## Facebook Settings



Vishal Sukheja



FirstHive

eMart Solutions India Pvt  
Ltd

*Simple, Intuitive Channel setup*

Aggregate all your  
marketing touchpoints

Simple integration bridges with email, SMS, Voice, website, mobile applications, social, PoS, CRM, landing pages, shopping platform, ad networks, databases, et al.



# Powerful Tag Construct



**Name your list** ⓘ

**Tags**

Add any keyword(s) that will help you reference what this data is. These tags will be used for segmenting the data, as well as providing role based restricted access to your team members. Add multiple tags by pressing 'Enter' 'tab' and 'comma' after each keyword.

*'Tag' all the incoming streams*

---

# Powerful Tag Construct

Use Natural Language References to 'tag' each unique row of customer data being pulled in from any channel, to complement the system level tags that FH applies for qualification

---



# Real-time Uniquification



# Single Window View of Your Customers

from data collected over multiple touch points



*Our secret sauce*

# Uniquification

Customer Identity Creation  
from the disparate  
breadcrumbs of data being  
pulled in



# Data Segmentation & Cohort Creation





☒ Dynamic Segment ⓘ ☐ Static Segment ⓘ

Test

Test\_Tag x

Add Condition

Select Field

Select Condition

AND

Select Field

Select Condition

Back

Add Segment Group

Visualize Segment

Save

*Comprehensive Cohort creation*

# Segmentation Functionality

Create static or dynamic cohorts basis any parameter or behaviour captured by FirstHive. Use tags to create focussed cohorts.



Classification

Device

Region

Behaviour

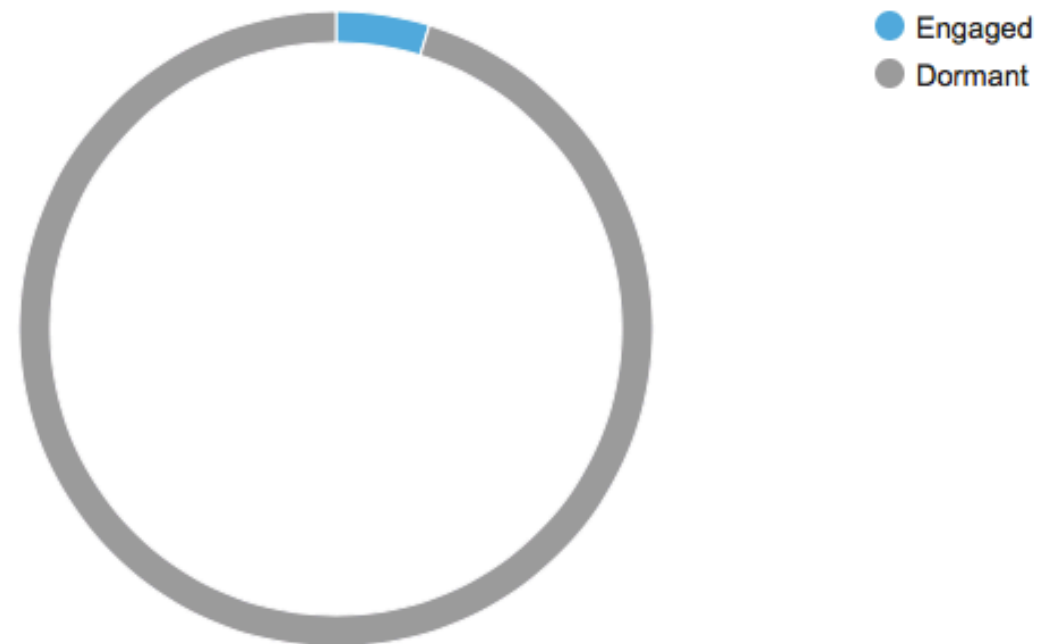
Gender

## Classification

Total Customers: 1322

Total Dormant Customers: 1259

Total Engaged Customers: 63



# Visualize the Cohort

Single click visualization of the cohort created across 5 key parameters



# Creation of Forward Campaigns



## CREATE YOUR CAMPAIGN

Enter a name to help you remember what this campaign is all about.

Choose the Channel of Customer Engagement.

SMS Campaign



Email Campaign



Web Push



Voice Campaign



Mobile Push



*Create campaigns in Firsthive, Execute from anywhere*

# Create campaigns across any channel

Reach your customers on the  
channel most relevant to them



Customer Journey Automation - at scale





Automation : sdgsdgdg



## Actions

Communications ▾

Manage Conditions ▾

Goal Completion ▾

Lead Scoring

Event

*Create cross channel journey orchestration flows*

# Intuitive Journey Orchestration

Respond to triggers on a particular channel with a nudge on the most relevant channel to drive your ROI, at scale.



Communications

Manage Conditions

Goal Completion

Lead Scoring

Event

Send Email

Send SMS

Notify

Voice Campaign

Mobile Push

Website Push

Survey

---

Nurture customer  
relationships, at scale

---

A variety of communication  
triggers across every deployed  
customer touchpoint



# Social Channel Management





Choose the account from the list to post message



Share Status Share Photo Share Link



+ Add Stream + Add Social Network

**f**
**TIMELINE**
FirstHive

**FirstHive**
May 19, 2017 01:30 am

#Automate your #marketing to never lose on a #communication with your #customers. Read blog:

2 Likes

**FirstHive**
May 11, 2017 07:25 pm

What all tools do you have in your #Marketing #technology stack? Get your Marketing #SWAG now!!

**biryani**
Search vishals..

**rocking\_naina**
3 hours ago via Twitter for Android

#LifelsHappyWhen Jab biryani mile 🍕💕

3 Likes 10 Retweets

Imz1222 Retweeted

**Shahzad26286584**
3 hours ago via Twitter for Android

#LifelsHappyWhen Jub Noor ke bachi biryani khilae 🍕💕💕💕💕💕💕

t.co/WpoASPxEAX

2 Likes 7 Retweets

mirzahamzaiqbal Retweeted

**Mahadahmed99**
1 day ago via Twitter for Android

**Add Stream**

**Twitter Search**

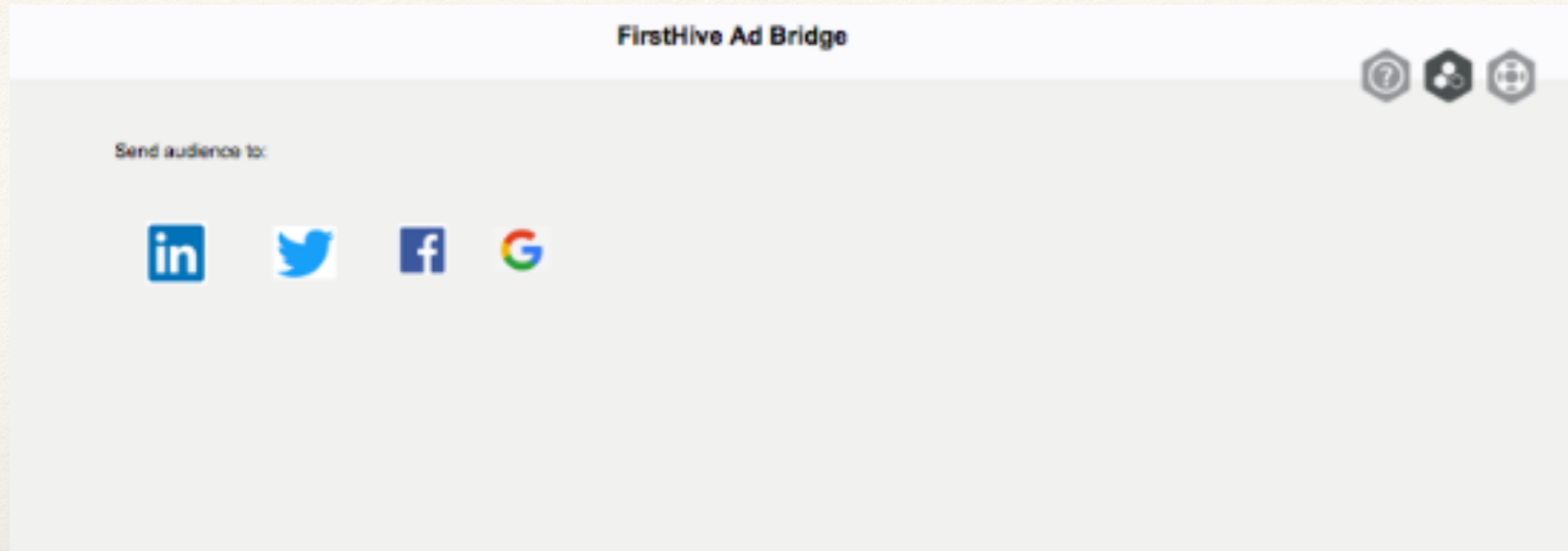
# Manage your social from a single interface

Create and schedule posts across multiple channels, create search streams for your hashtags, and even geofence the engagement



# Ad Bridges





*Create Ad Audiences in FirstHive*

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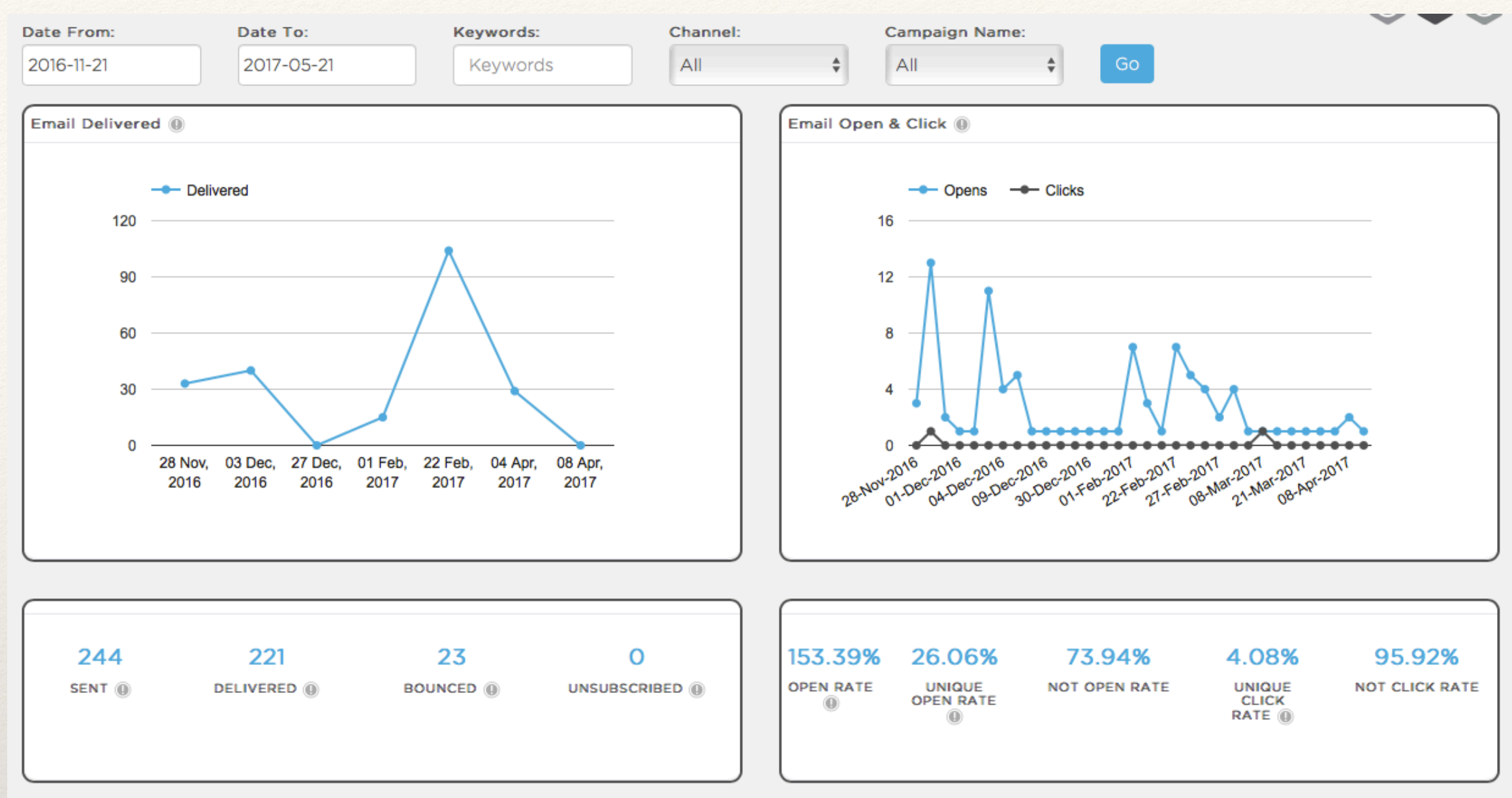
# FirstHive Ad Bridge

Manage your custom ad audiences in real-time with FirstHive. Dynamically add conversions across any channel to a master exclusion list and stop wasting marketing dollars on redundant retargeting



Detailed campaign/ channel analytics





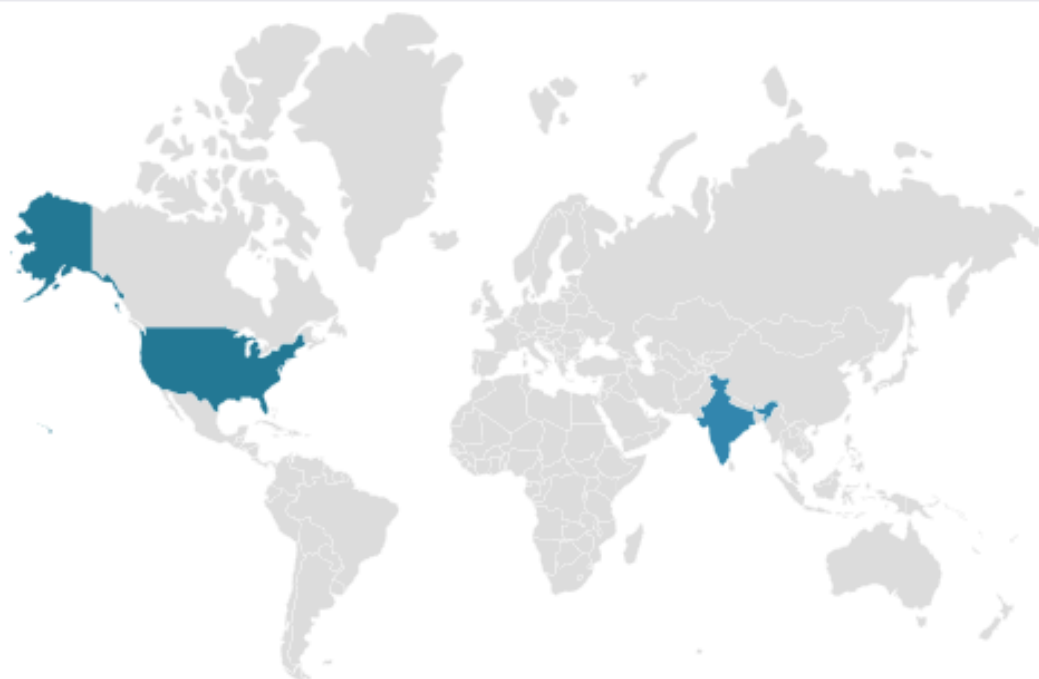
*Detailed Actionable Analytics*

# Channel/ Campaign Analytics

Get detailed analytics of your executed campaigns. Click on any metric to create a new segment. Even if the campaign was not executed via FirstHive. All in real-time.



## Customer Footprint ⓘ



low high

*Follow your customers*

# Geo footprint

Capture your customers geo footprint basis the interactions or transactions across any connected channel



Total Followers

430

Total Following

1,029

Total Listed

50

#### Twitter Engagement - Summary

Total Tweets

3,578

Total Favorites

1,893

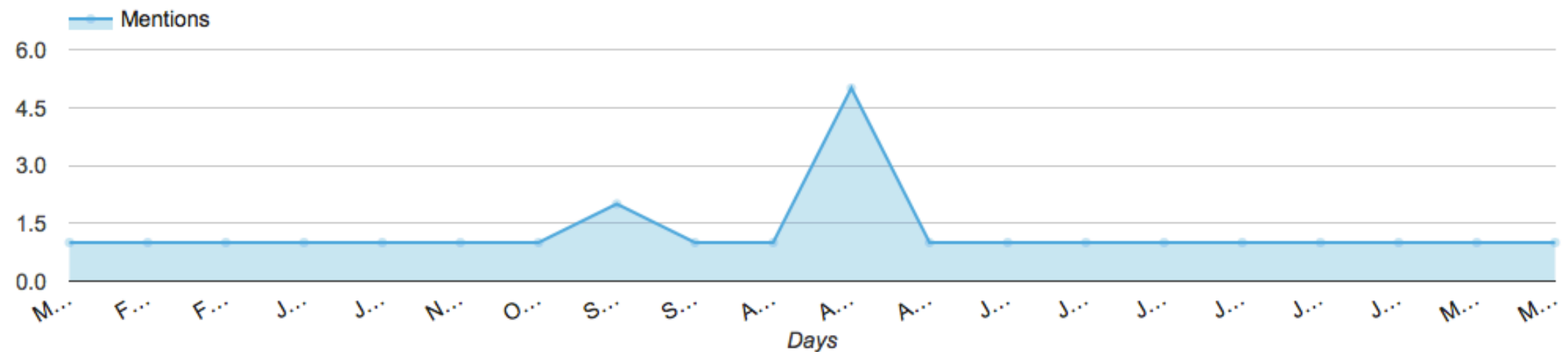
Total Mentions

188

Total Retweets

10

#### Mentions Growth

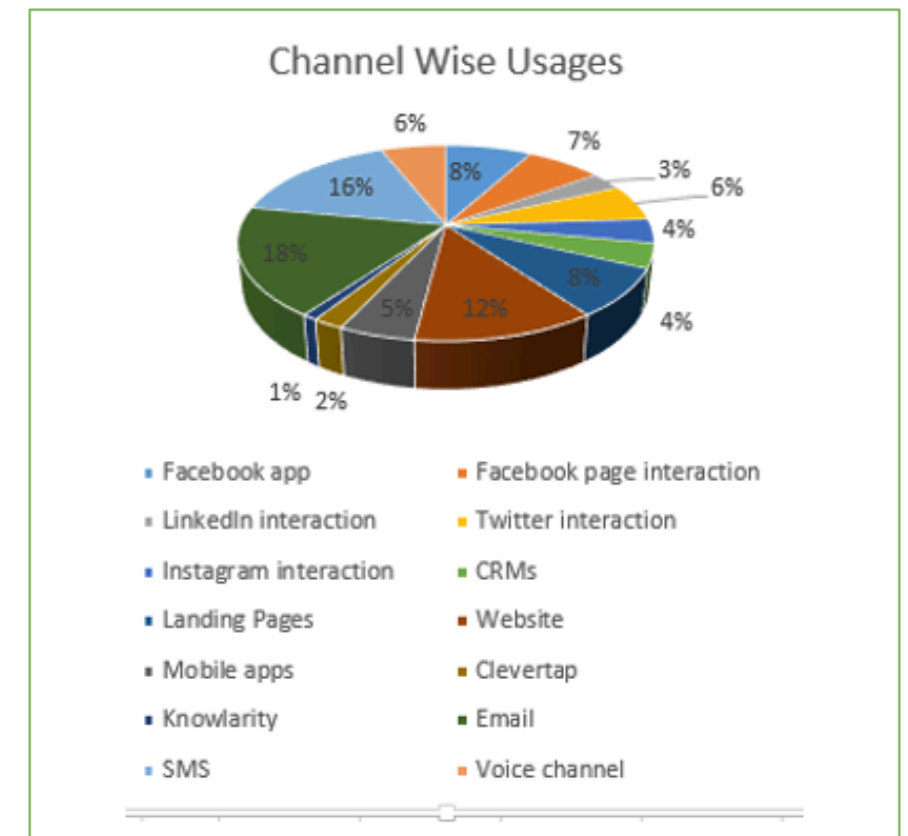
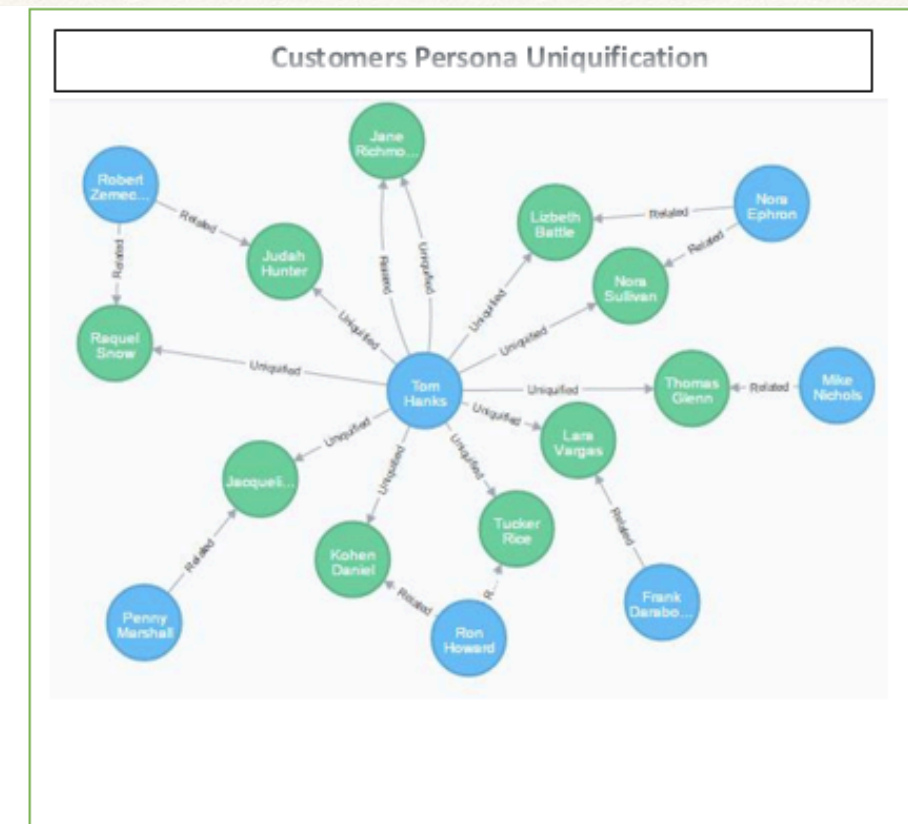
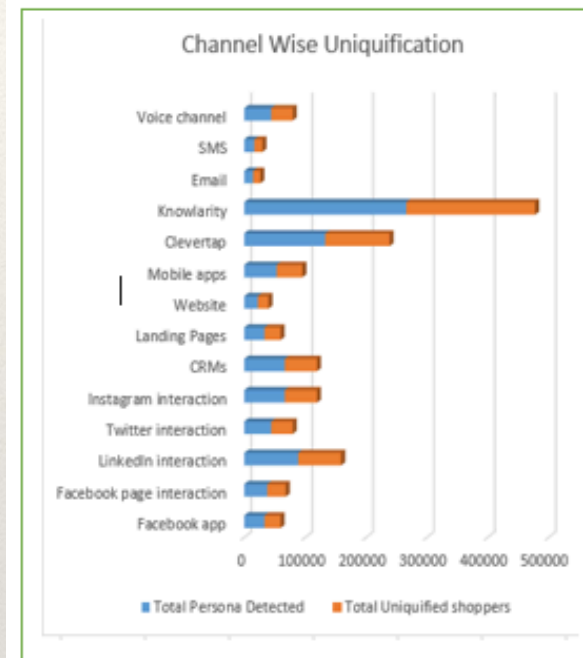
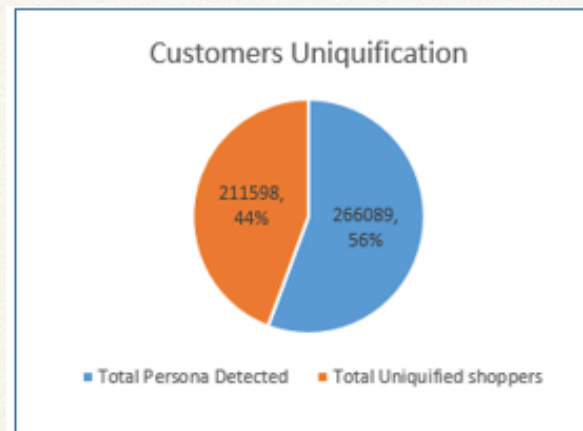
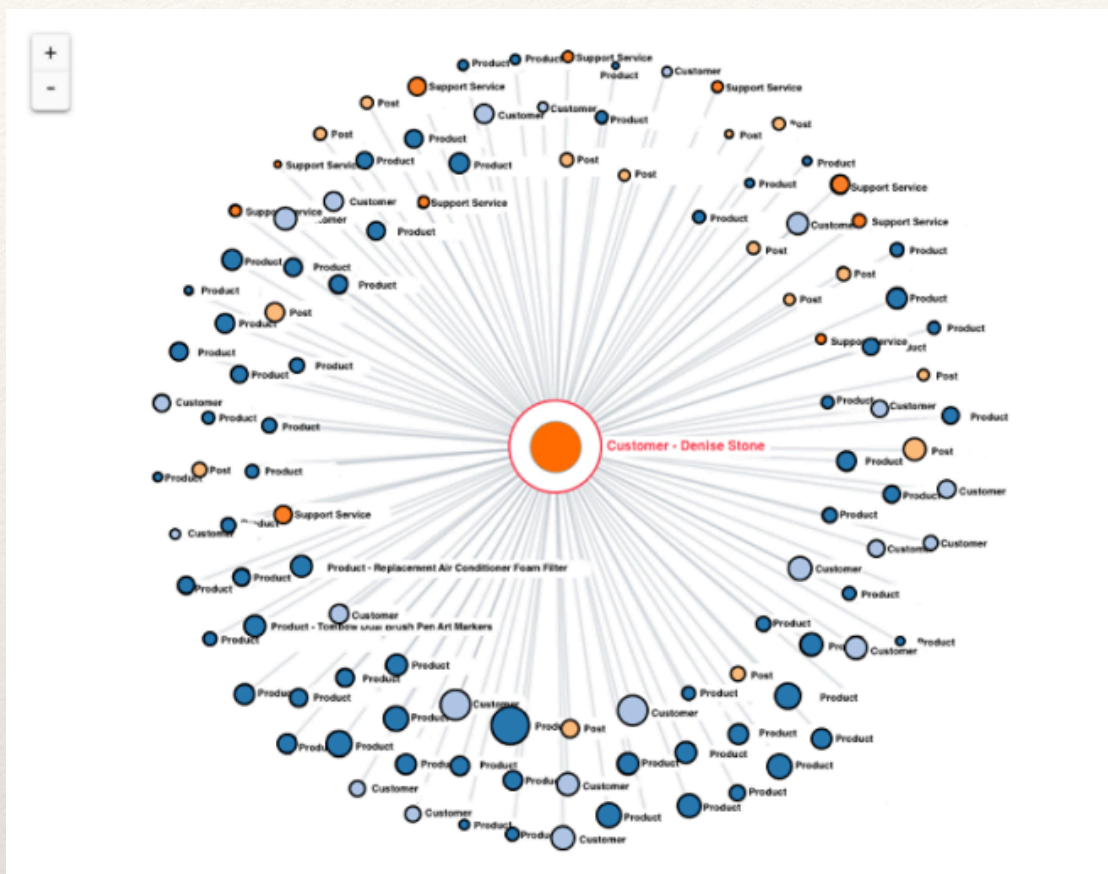


# Detailed Social Insights

Keep track of your social engagements



# Uniquification visualization





# FirstHive Central - Your Marketing Cockpit





## Active Channels



## Inactive Channels



Last Refresh : 00:19:17

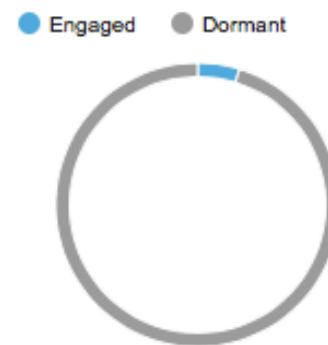
Next Refresh : 00:24:17

5 Minutes






## Total 1322 Customers in system



## Customer Classification



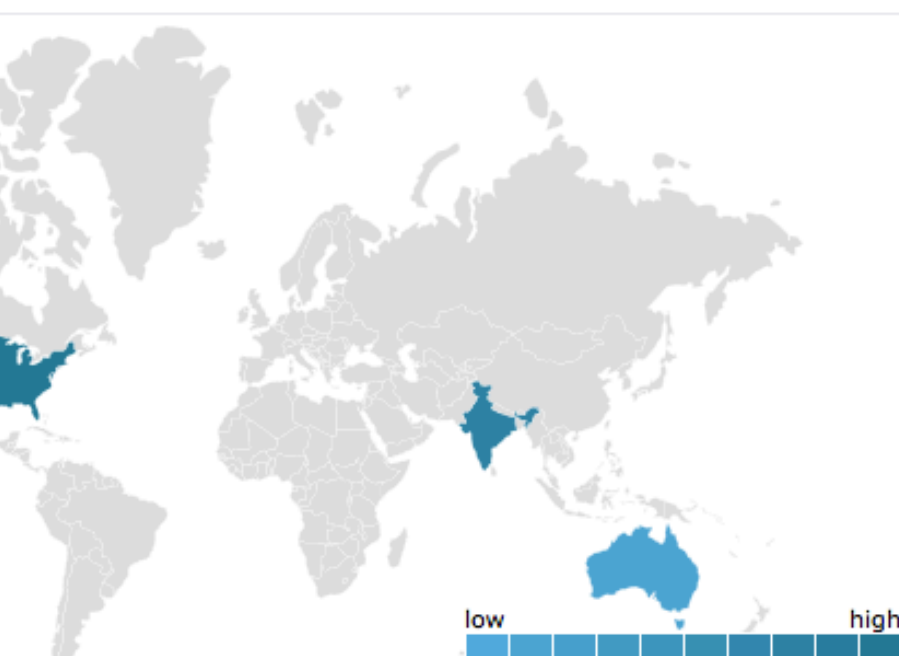
## Engagement by channel

| Touchpoints   |       | Reach | Engagement |
|---|-------|-------|------------|
|  | 1     | 336   | 108%       |
|  | 131   | 5     | 0%         |
|  | 4,928 | 0     | 0          |
|  | 4,928 | 0     | 0          |
|  | 3,500 | 0     | 0          |

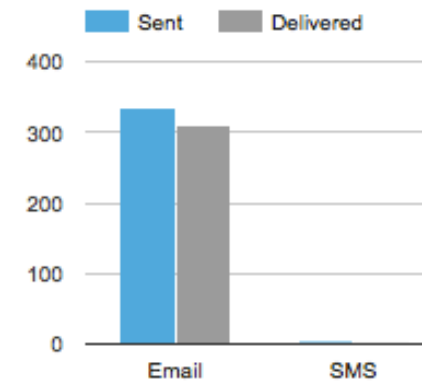
## What do you want to do today?

- [Import data](#)
- [Create new campaign](#)
- [View campaign analytics](#)
- [Create new customer segment](#)
- [Create new Social Post](#)
- [View social media insights](#)
- [Account usage summary](#)

## Customer Footprint



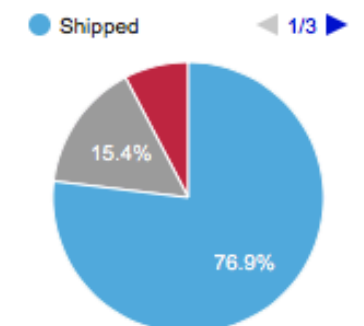
## Channel Usage



## E-store Performance


|                 |      |
|-----------------|------|
| Total Customers | 8243 |
| Total Products  | 431  |
| Total Orders    | 9547 |

## Order Status





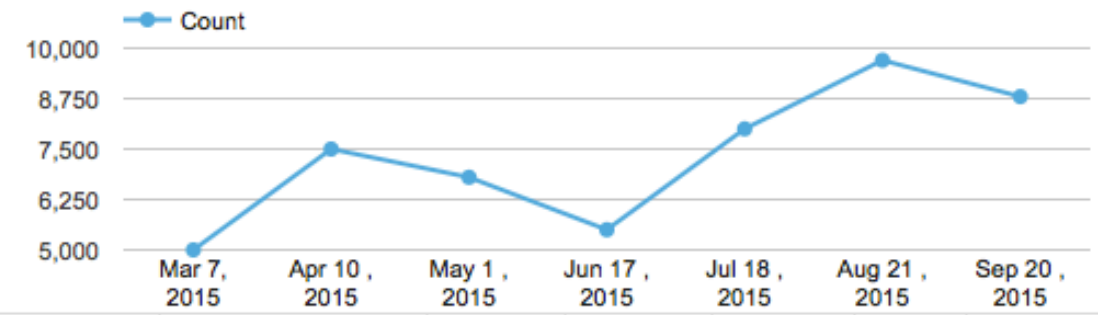
## Campaign Performance

All 

| Campaign Name           | Date       | Type  | Reach | Views | Engagement |
|-------------------------|------------|-------|-------|-------|------------|
| testLive asure          | 2017-04-08 | Email | 2     | 50%   | 0%         |
| Test VOice Camp         | 2017-04-05 | Email | NA    | 50%   | 0%         |
| Azure Migration         | 2017-04-04 | Email | 35    | 3%    | 0%         |
| test_sms_14032017       | 2017-03-14 | SMS   | NA    | NA    | NA         |
| MS Accelerator Announce | 2017-02-20 | Email | 106   | 18%   | 5%         |

## Digital Ads

Select 



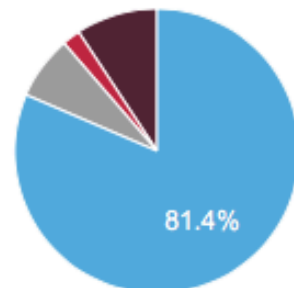
| Channel  | Campaign     | Clicks | Spend | Reach | CPC | Unique | CTR  |
|----------|--------------|--------|-------|-------|-----|--------|------|
| Facebook | Survey       | 344    | 214   | 122   | 455 | 327    | 84 % |
| Twitter  | #TornadoWeek | 276    | 216   | 246   | 125 | 214    | 77 % |

## Source

28% data of total shoppers based on matched condition

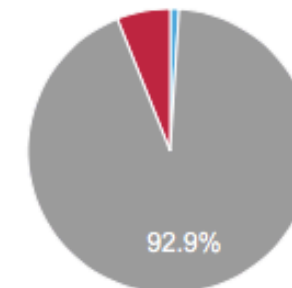
### Browser

● Mozilla Firefox
 ● Unknown
 ● Google Chrome
 ● Internet Explorer



### Operating System

● linux
 ● windows
 ● mac

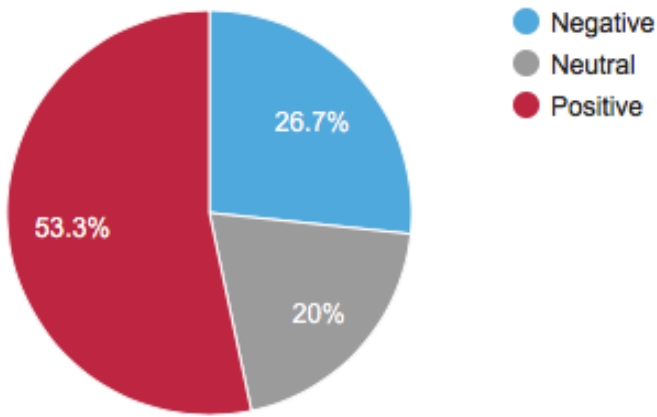




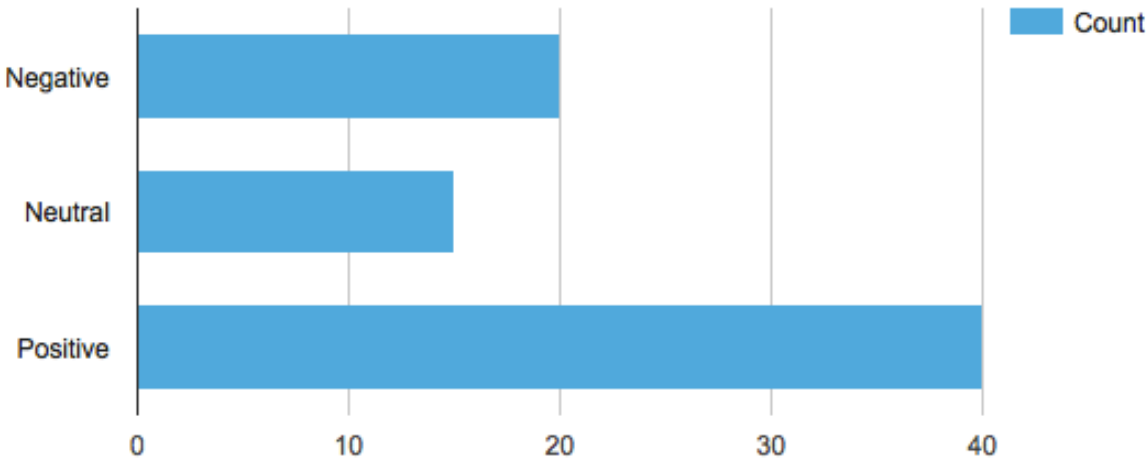
Search Keyword :

Go

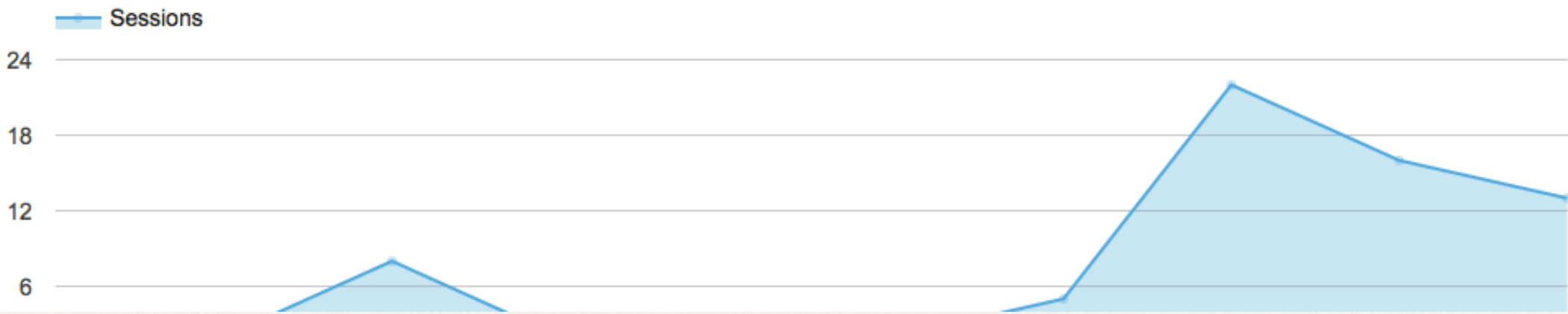
Twitter Sentiments



Sentiment Score



Google Analytics





# Customer Central - Unique Customer Profiling





Search :

Search By Tags :

| S/N | First Name | Last Name | Email                            | Mobile     | Action |
|-----|------------|-----------|----------------------------------|------------|--------|
| 1   |            |           | vishal@firsthive.com             |            | @      |
| 2   |            |           | vishal@firsthive.com             |            | @      |
| 3   |            |           | vishal@firsthive.com             |            | @      |
| 4   |            |           | vishal@firsthive.com             |            | @      |
| 5   |            |           | krishna.das@emartsolutions.in    |            | @      |
| 6   |            |           | vishal@firsthive.com             |            | @      |
| 7   |            |           |                                  | 9820496371 |        |
| 8   |            |           | vishal@firsthive.com             |            | @      |
| 9   |            |           | vishal.sukheja@emartsolutions.in |            | @      |
| 10  |            |           | garima.anand@icicibank.com       |            | @      |

*Unnamed Customer Identity creation & mapping*

# Customer Central

Not reliant on primary parameters like First name, Last name, etc. to identify customer. Identity creation captures and showcases each unique persona captured



[Convert to Lead](#)

## Customer Data Basics

Uniquified Personas : 210

Email : vishal@firsthive.com  
Lead Score :  
Created Date : 10/04/2017



## Channel Coverage ⓘ



## Customer Influence ⓘ

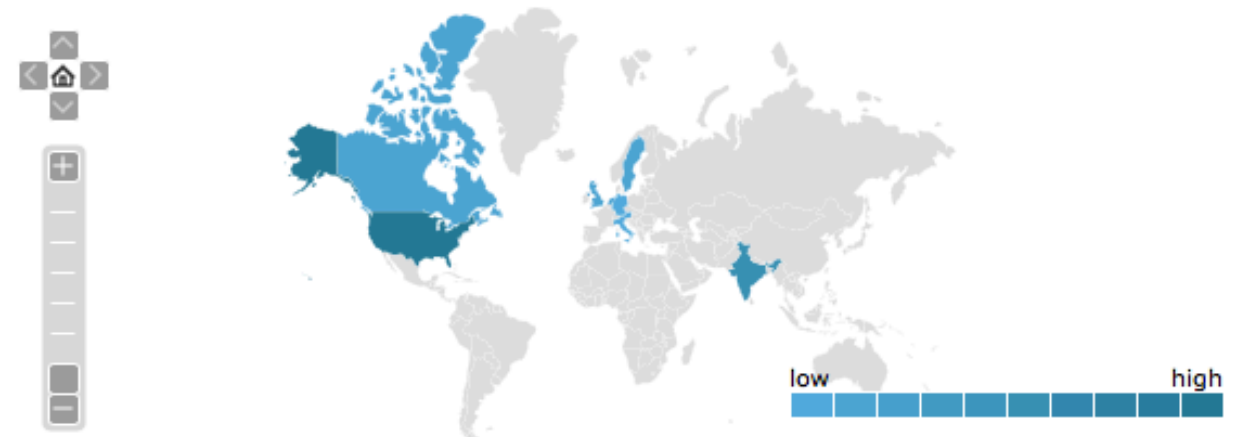


## Response to last 5 campaigns ⓘ

All

| Campaign | Date        | Type  | Engagement |
|----------|-------------|-------|------------|
| tst_     | Apr 07 2017 | Email | 0          |

## Last 10 interactions mapped

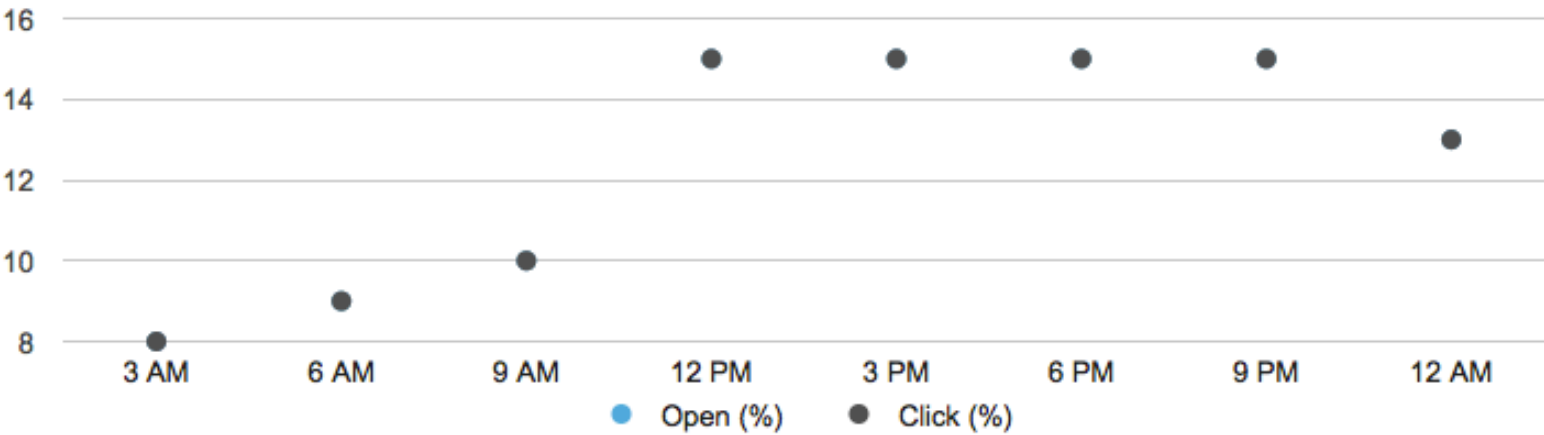


# Customer Profile Mapping

View the uniquified view of all the personas attached to any customer identity. Understand the channel coverage and named response to campaigns



Probability Open & Click ⓘ

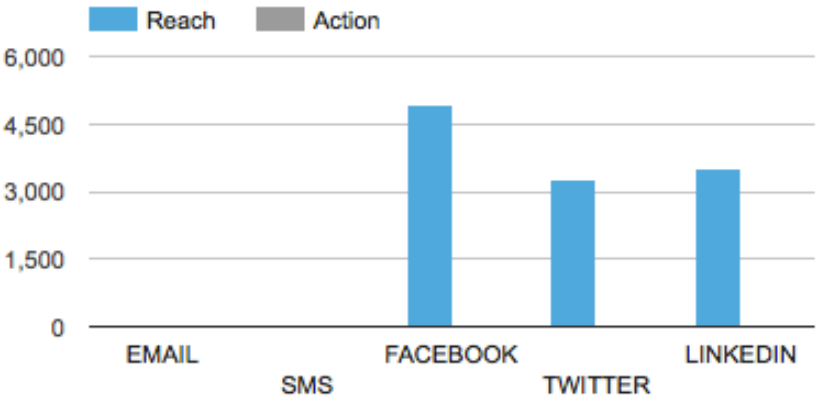


|        |    |    |     |     |     |     |     |     |
|--------|----|----|-----|-----|-----|-----|-----|-----|
| Open   | 8% | 9% | 10% | 15% | 15% | 15% | 15% | 13% |
| Engage | 8% | 9% | 10% | 15% | 15% | 15% | 15% | 13% |

E-com Site Performance

|              |   |     |
|--------------|---|-----|
| Email        | : | N/A |
| First Name   | : | N/A |
| Last Name    | : | N/A |
| Order Count  | : | N/A |
| Total Spent  | : | N/A |
| Latest Order |   |     |
| Product      | : | N/A |
| Quantity     | : | N/A |
| Price        | : | N/A |

Channel Preference



Social Channel Performance

|    |                     |                           |
|----|---------------------|---------------------------|
|    | Probability of Read | Probability of Engagement |
| f  | 10%                 | 80%                       |
| t  | 20%                 | 10%                       |
| in | 40%                 | 70%                       |

Customer Tags ⓘ

- tst\_ x
- DataList2017040705 ... x

Add Tag

Open Click

|       | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-------|-----|-----|-----|-----|-----|-----|-----|
| 3 AM  | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  |
| 6 AM  | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  |
| 9 AM  | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  |
| 12 PM | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  |
| 3 PM  | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  |
| 6 PM  | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  |
| 9 PM  | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  |
| 12 AM | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  |

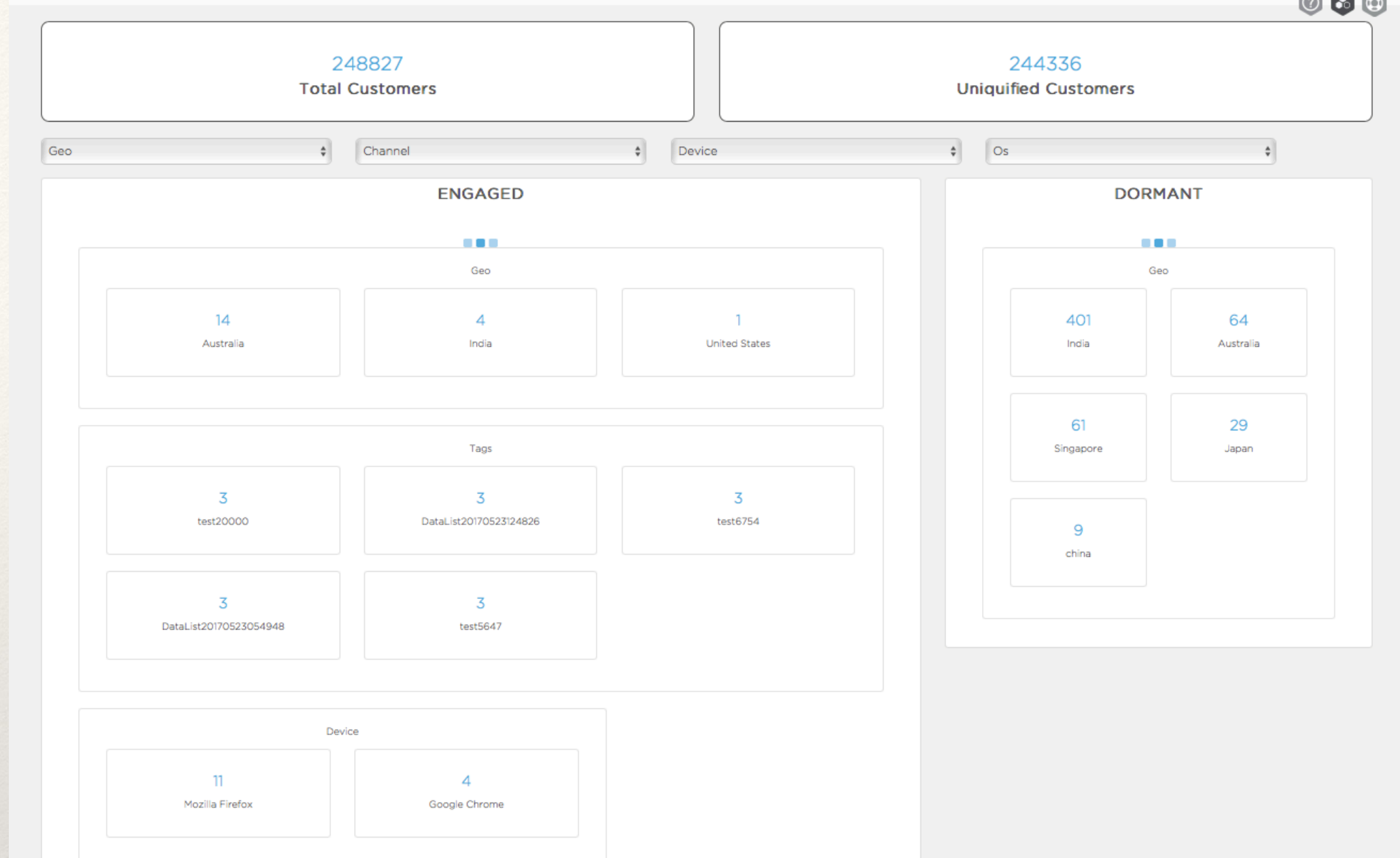
All metrics - tagged  
to named shopper

Device, Time of day, Day of week, geo, past engagement, all tracked and stored to act as a feed to the Machine Learning layer



# Advanced Analytics

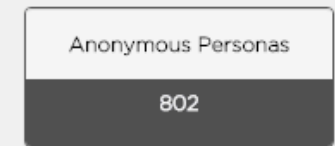
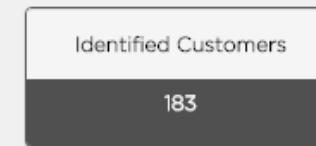




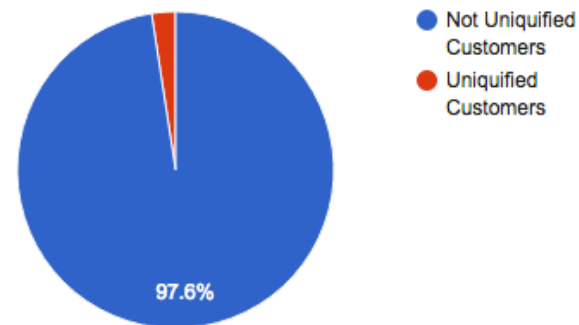
# Predictive Cohorts

Machine Learning powered predictive cohorts showcasing the split between named and anonymous personas and enabling better targeting.

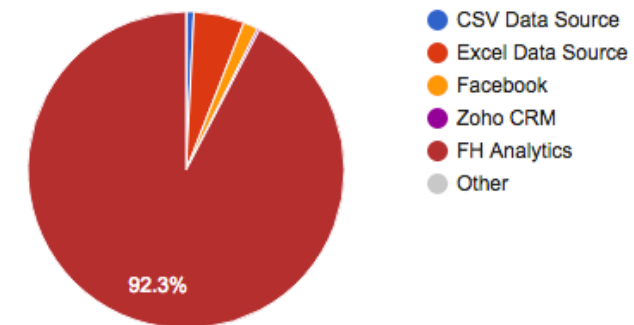




### Customers Uniquification



### Channel Wise Usage



### Channel Wise Uniquification



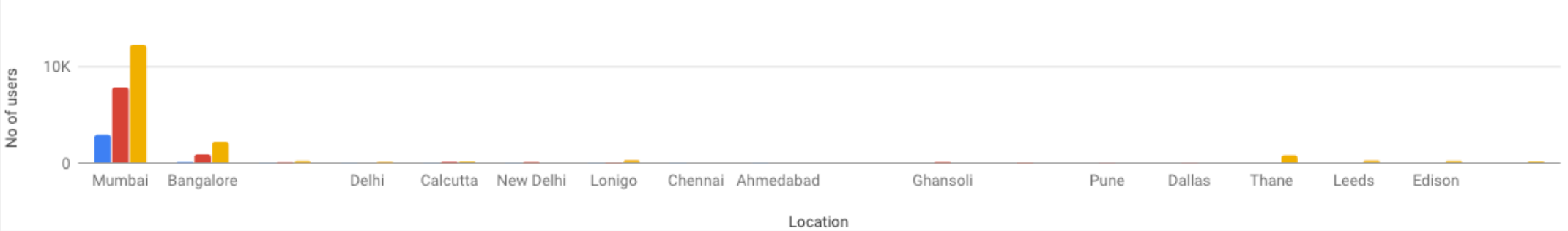
# Uniquification Dashboard

See how the various personas being created interact with each other and create named customer identities



| Cluster           | Total Users Visits | Total Unique Visits | Location Wise Visits | Total Pages Viewed | Unique Page Views | Max Action on Visit | Avg Visits per Person | Avg Page Viewed | Returning Visits |
|-------------------|--------------------|---------------------|----------------------|--------------------|-------------------|---------------------|-----------------------|-----------------|------------------|
| Up to 7 days      | 495                | 380                 | 264                  | 795                | 711               | 29                  | 4.80                  | 1.87            | 165              |
| Up to 30 days     | 1716               | 1117                | 774                  | 2350               | 2083              | 19                  | 2.52                  | 1.86            | 699              |
| More than 30 days | 6952               | 4571                | 3237                 | 9721               | 8618              | 218                 | 1.31                  | 1.89            | 2504             |

Visitors by Location



| City      | Visits |
|-----------|--------|
| Mumbai    | 23276  |
| Bangalore | 3384   |
| Thane     | 892    |
| Calcutta  | 496    |
| Lonigo    | 460    |
| Hyderabad | 395    |
| Leeds     | 346    |
| Edison    | 339    |

Longevity Clusters

| Cluster   | Customer visited | Unique Customer visited |
|---|------------------|-------------------------|
| Longevity: Up to 7 days                           | 495              | 380                     |
| Longevity: More than 7 days and less than 30 days | 1716             | 1117                    |
| Longevity: More than 30 days                      | 6952             | 4571                    |
| Total   | 9163             | 6068                    |

Customer Personas

| Cluster | Longevity up to 7 days | Longevity more than 7 days and less than 30 days | Longevity more than 30 days |
|---------|------------------------|--|-----------------------------|
|         |                        |  |                             |

# Web Behaviour Analysis

Get access to named customer clusters basis actions, longevity, locations, and more



*The Future is Now!*

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FirstHive

Creating Customer Identities.  
Driving Marketing ROI.

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