



Solutions ▾

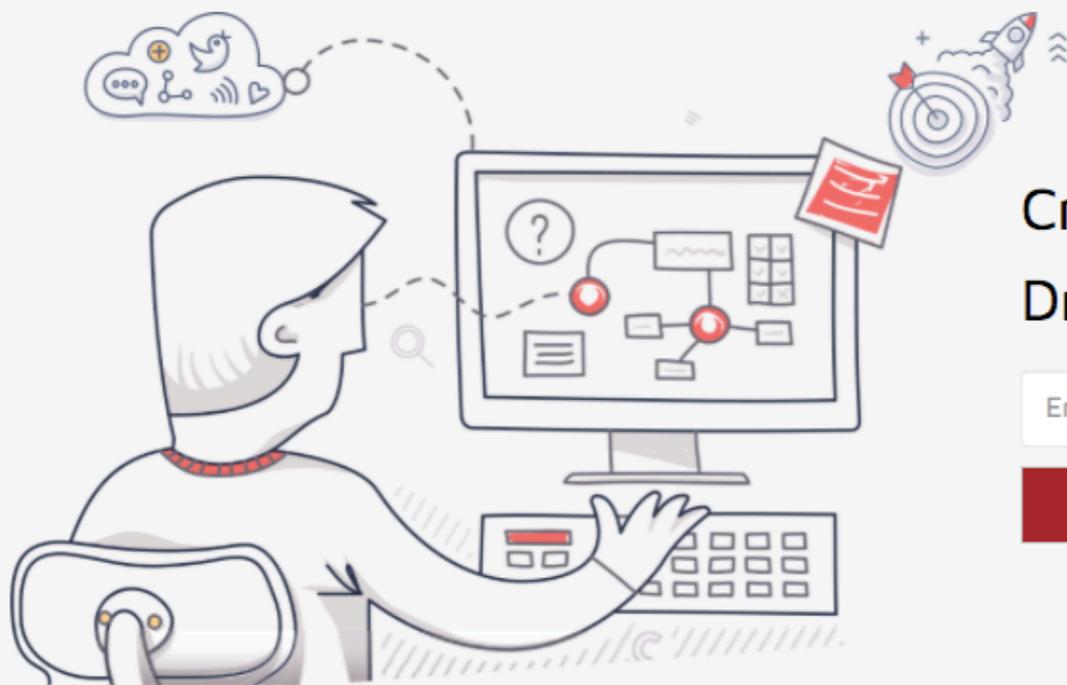
Why Us

Pricing

Blog

Free Trial

Login



Creating Customer Identities.
Driving Marketing ROI.

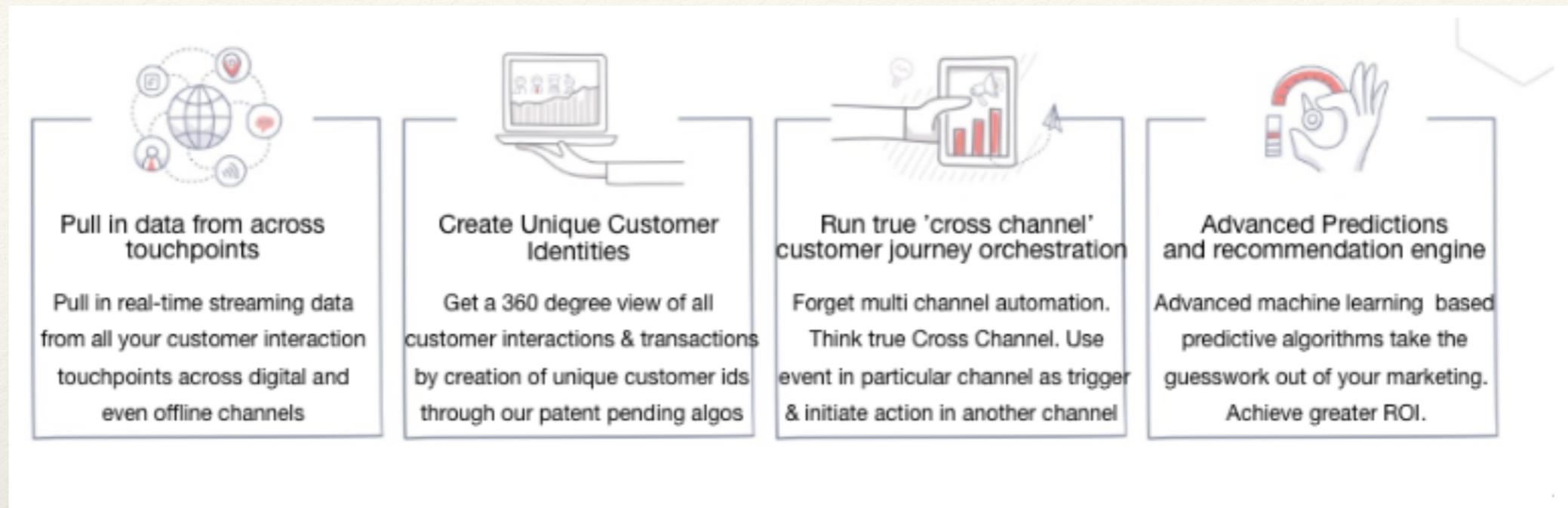
Email ID

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

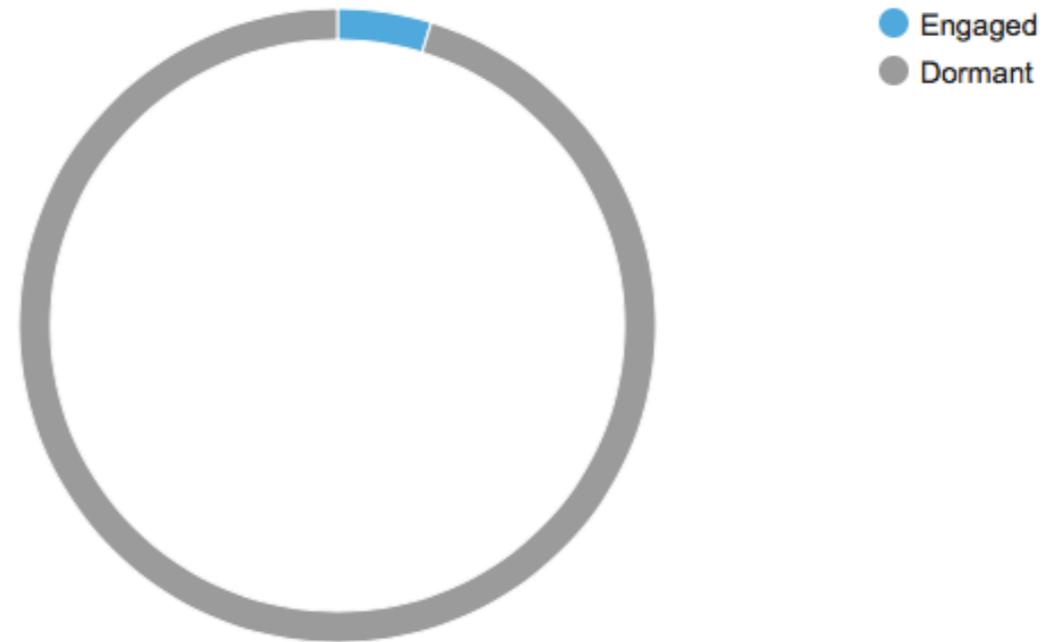
Region

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



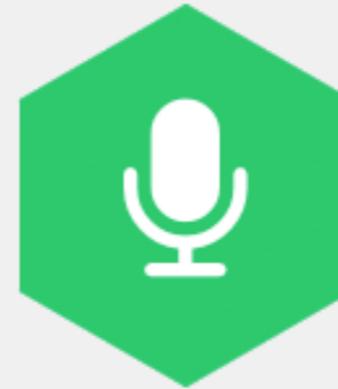
Email Campaign



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 : sdgsdgdf



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

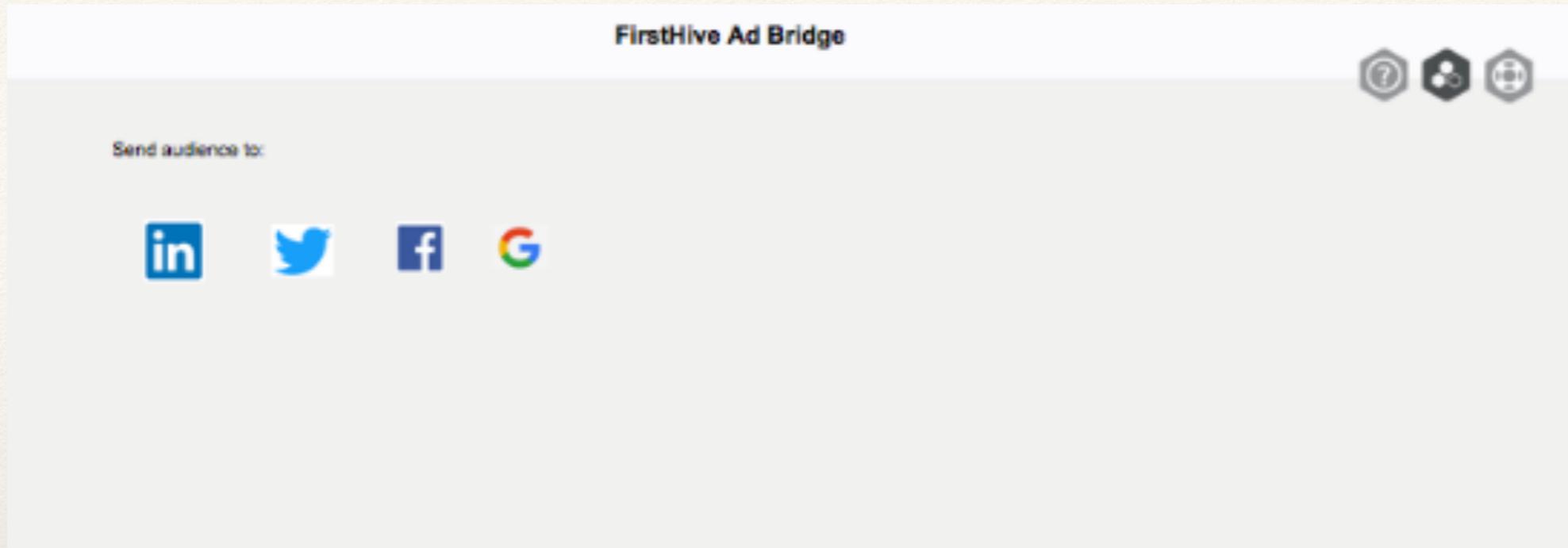
Search Search

Location

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

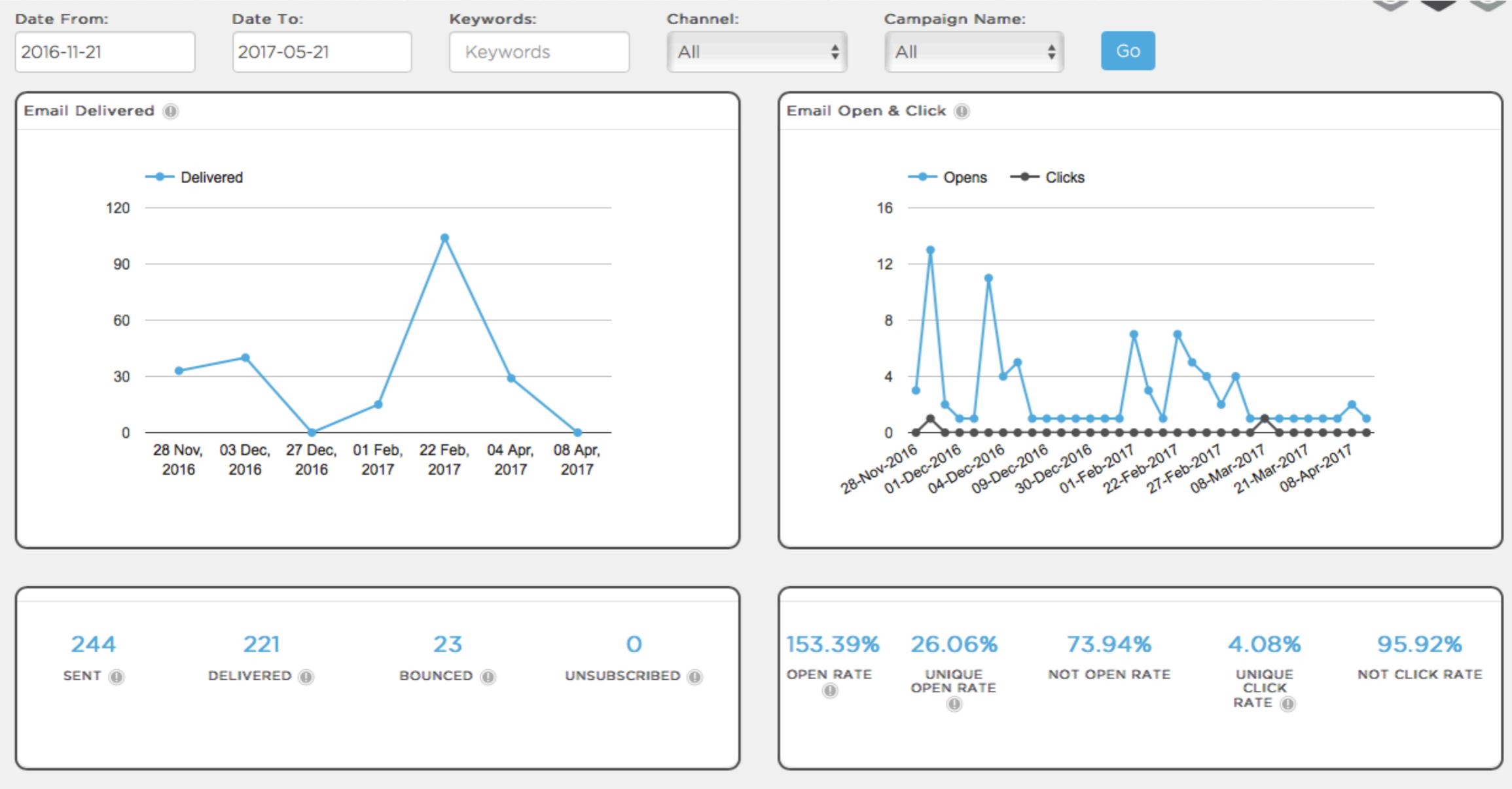


Create Ad Audiences in FirstHive

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

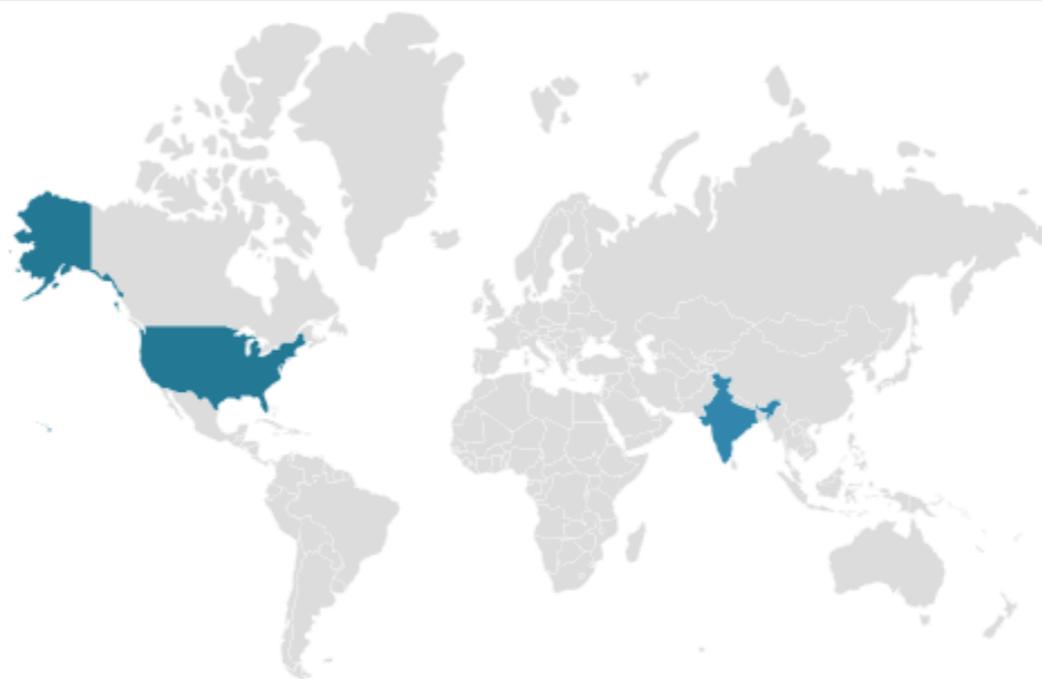


Detailed Actionable Analytics

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

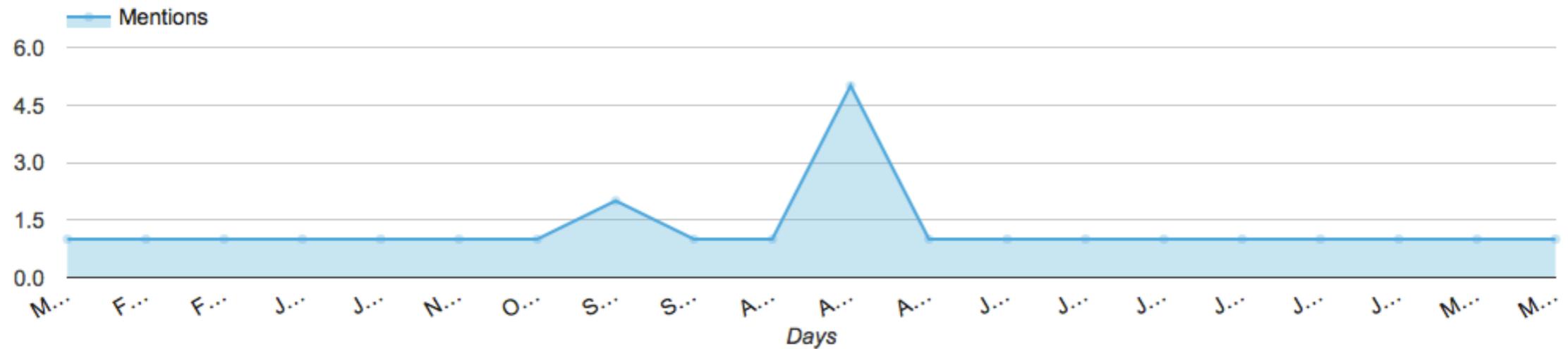
Total Mentions

188

Total Retweets

10

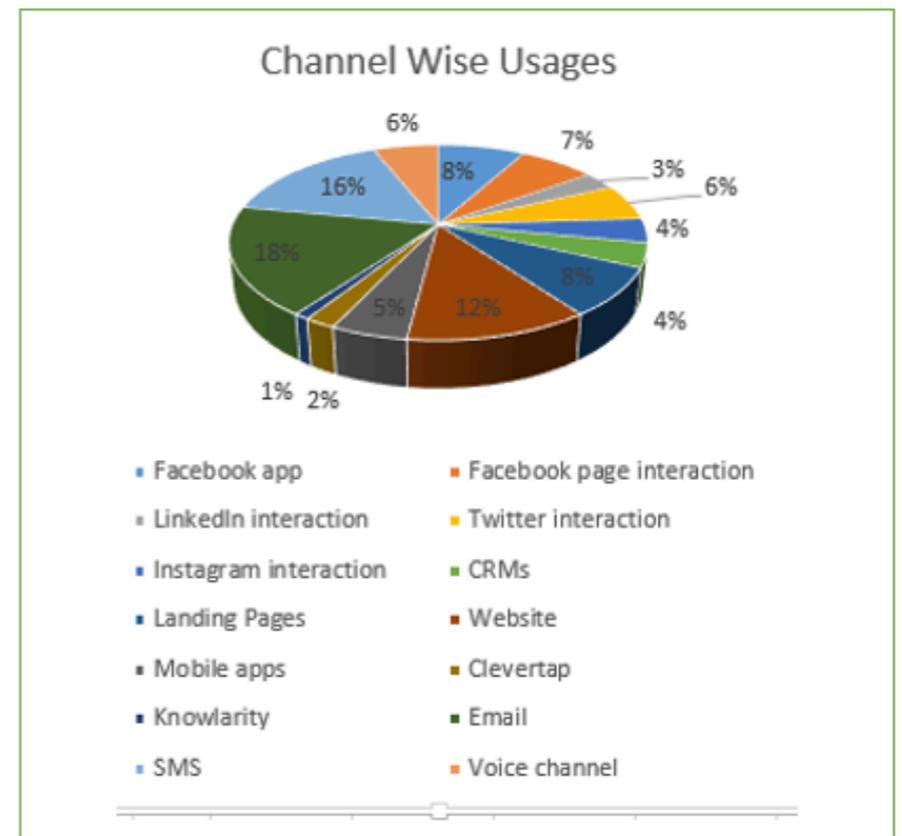
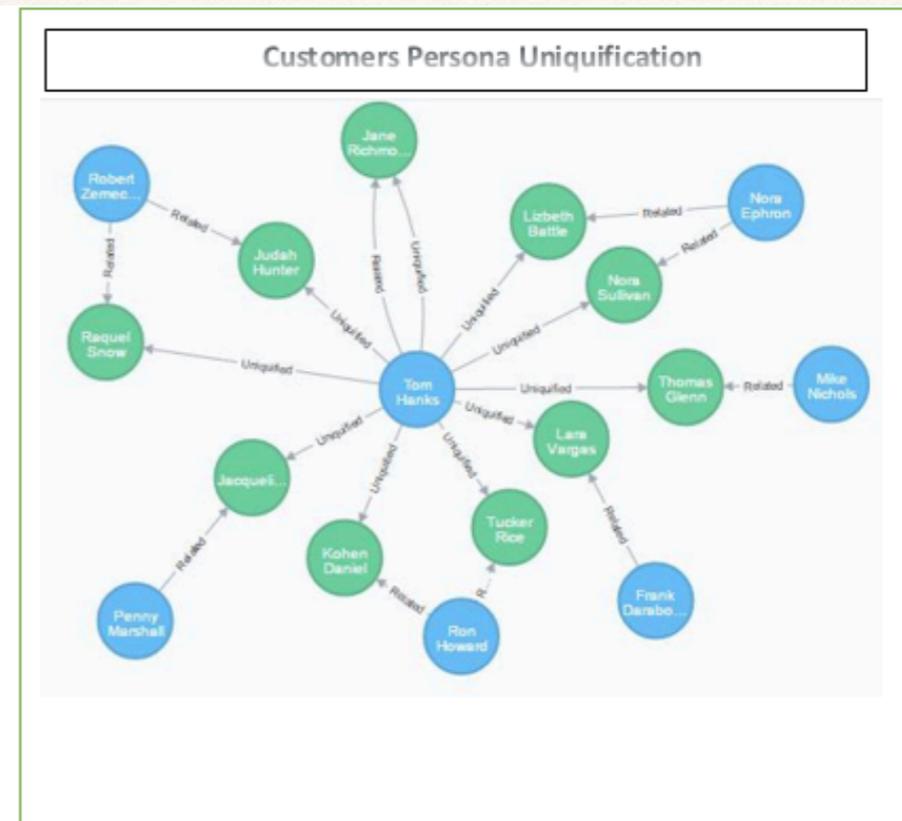
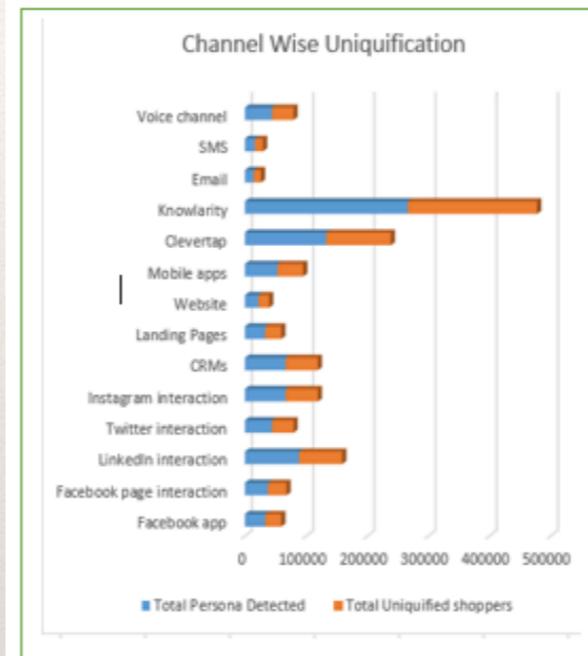
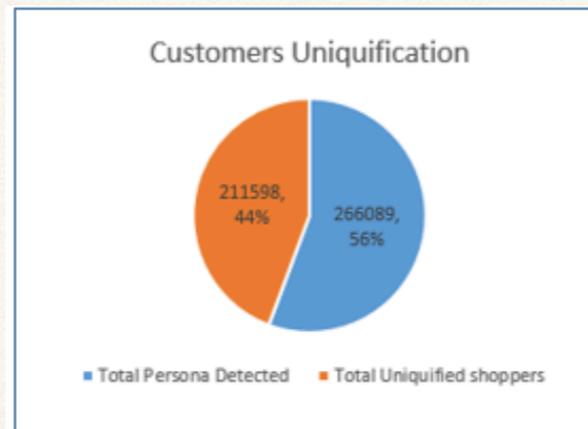
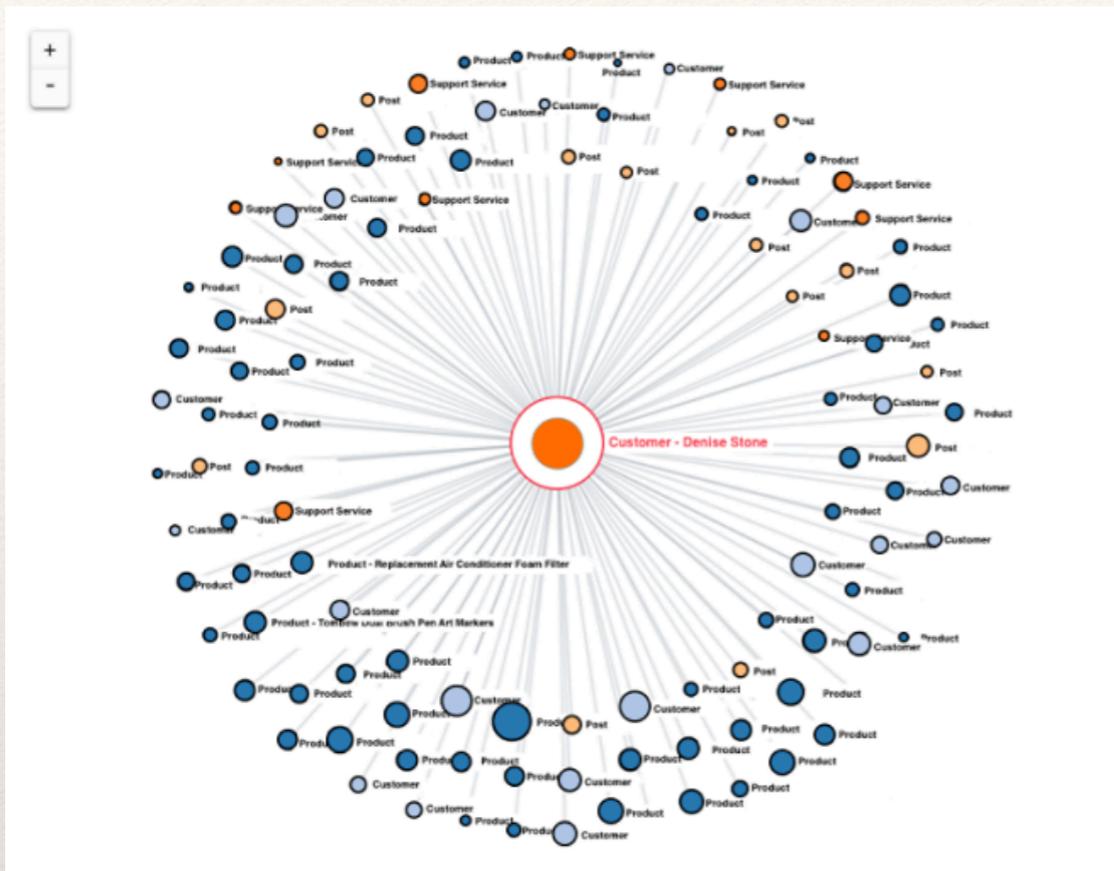
Mentions Growth



Detailed Social Insights

Keep track of your social engagements

Uniquification visualization



FirstHive Central - Your Marketing Cockpit



Active Channels

Inactive Channels

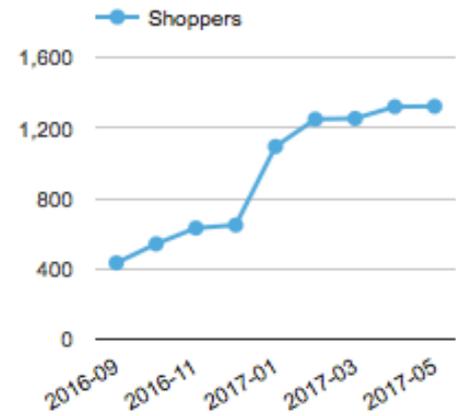


Last Refresh : 00:19:17

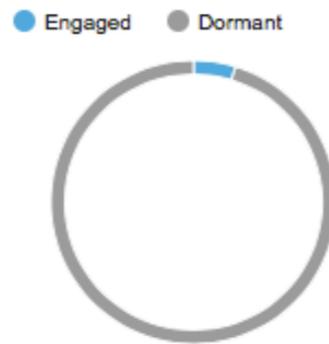
Next Refresh : 00:24:17

5 Minutes

Total 1322 Customers in system



Customer Classification



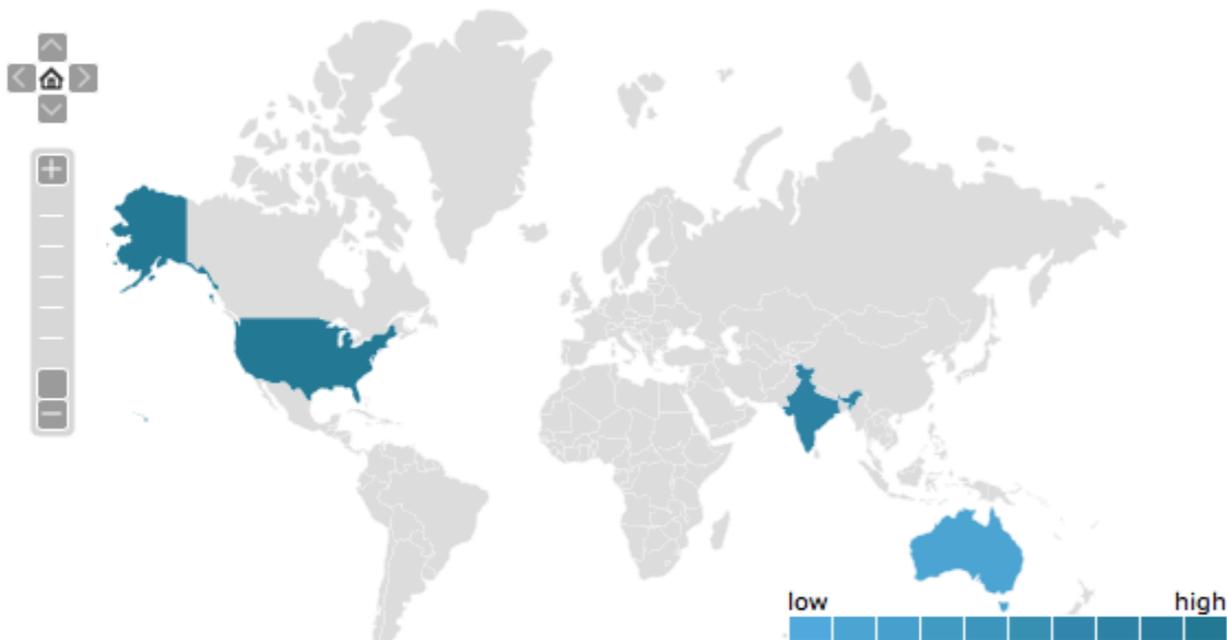
Engagement by channel

Touchpoints	Reach	Engagement
@	336	108%
✉	5	0%
f	0	0
t	0	0
in	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



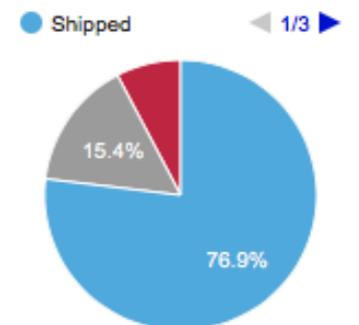
Channel Usage



E-store Performance

Total Customers 8243
 Total Products 431
 Total Orders 9547

Order Status



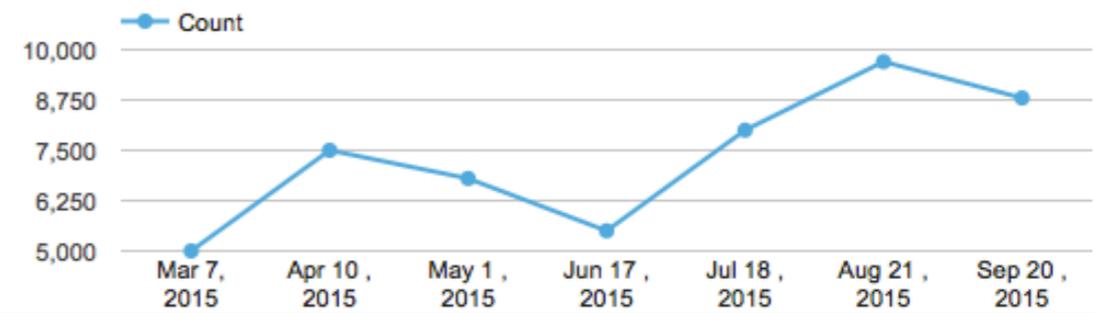
Campaign Performance 🔔 🔄

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 🔔 🔄

Sele ⌵



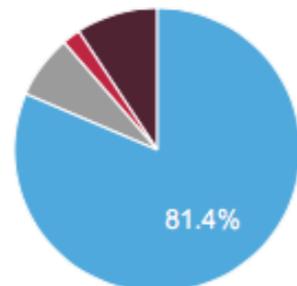
Channel	Campaign	Clicks	Spend	Reach	CPC	Unique	CTR
Facebook	Survey	344	214	122	455	327	84 %
Twitter	#TornadoWeek	276	216	246	125	214	77 %

Source

28% data of total shoppers based on matched condition

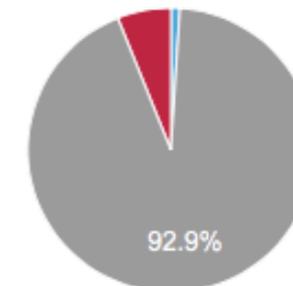
Browser

● Mozilla Firefox
 ● Unknown
 ● Google Chrome
 ● Internet Explorer



Operating System

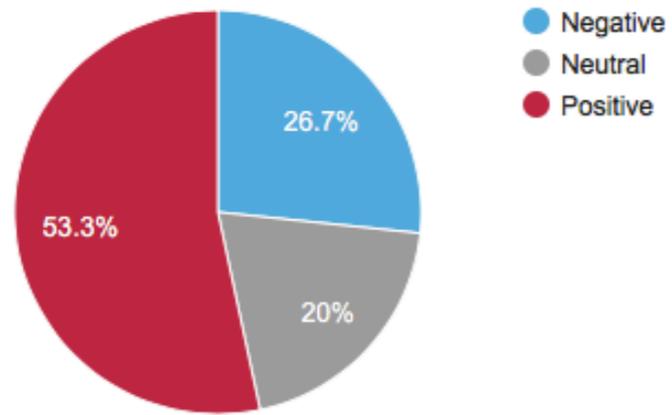
● linux
 ● windows
 ● mac



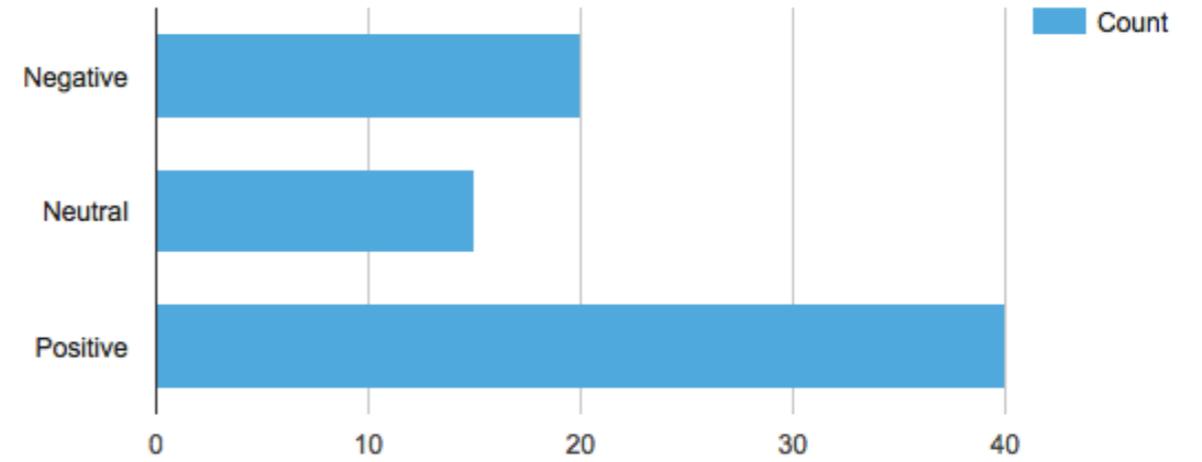
Search Keyword :

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 ⓘ

Channels

1

Interaction(s)

0

Customer Influence ⓘ

80%

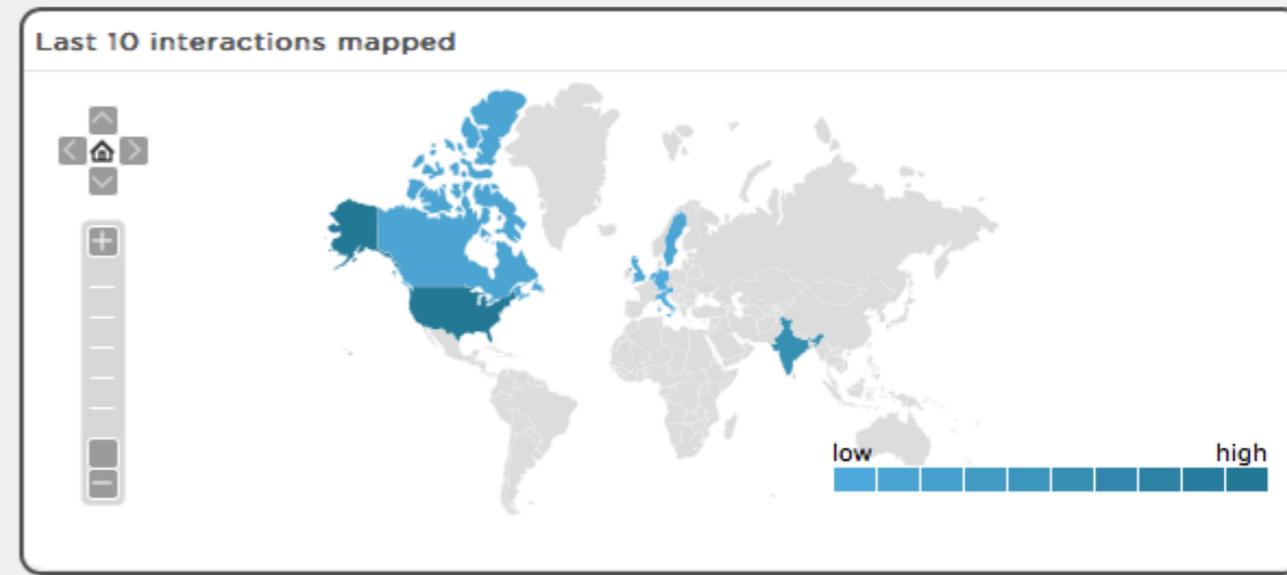
Facebook

85%

Twitter

Response to last 5 campaigns ⓘ All

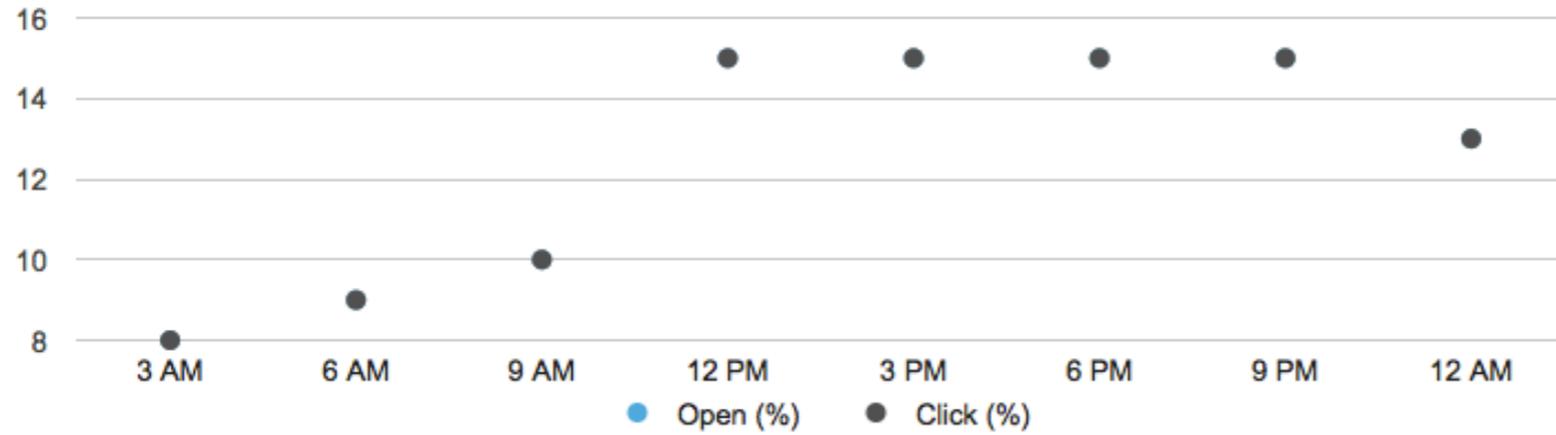
Campaign	Date	Type	Engagement
tst_	Apr 07 2017	Email	0



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 ⓘ

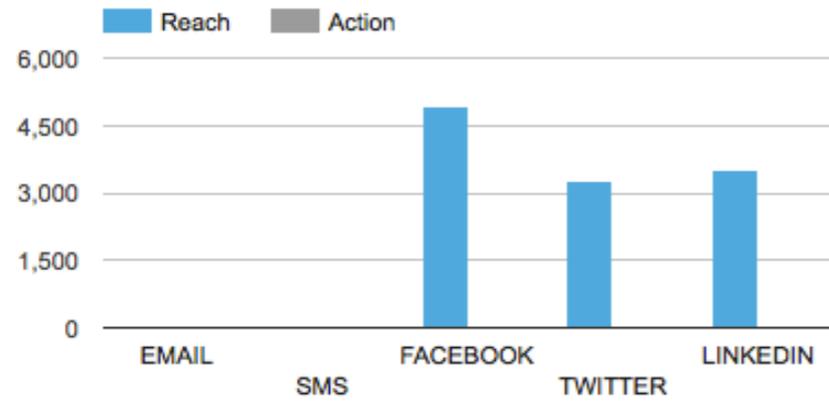


Open	8%	9%	10%	15%	15%	15%	15%	13%
Engage	8%	9%	10%	15%	15%	15%	15%	13%

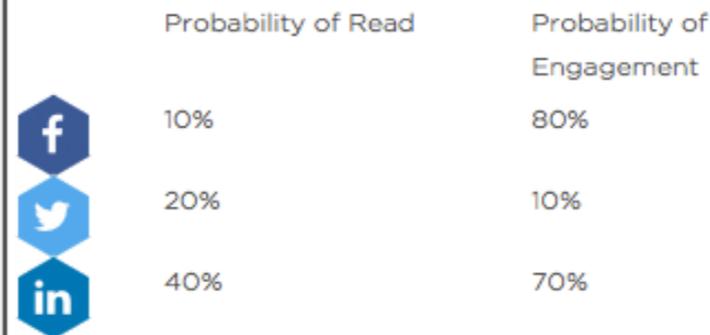
E-com Site Performance

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



Customer Tags ⓘ

- tst_ ✕
- DataList2017040705 ... ✕

Add Tag

Time / Day of Week View

Open

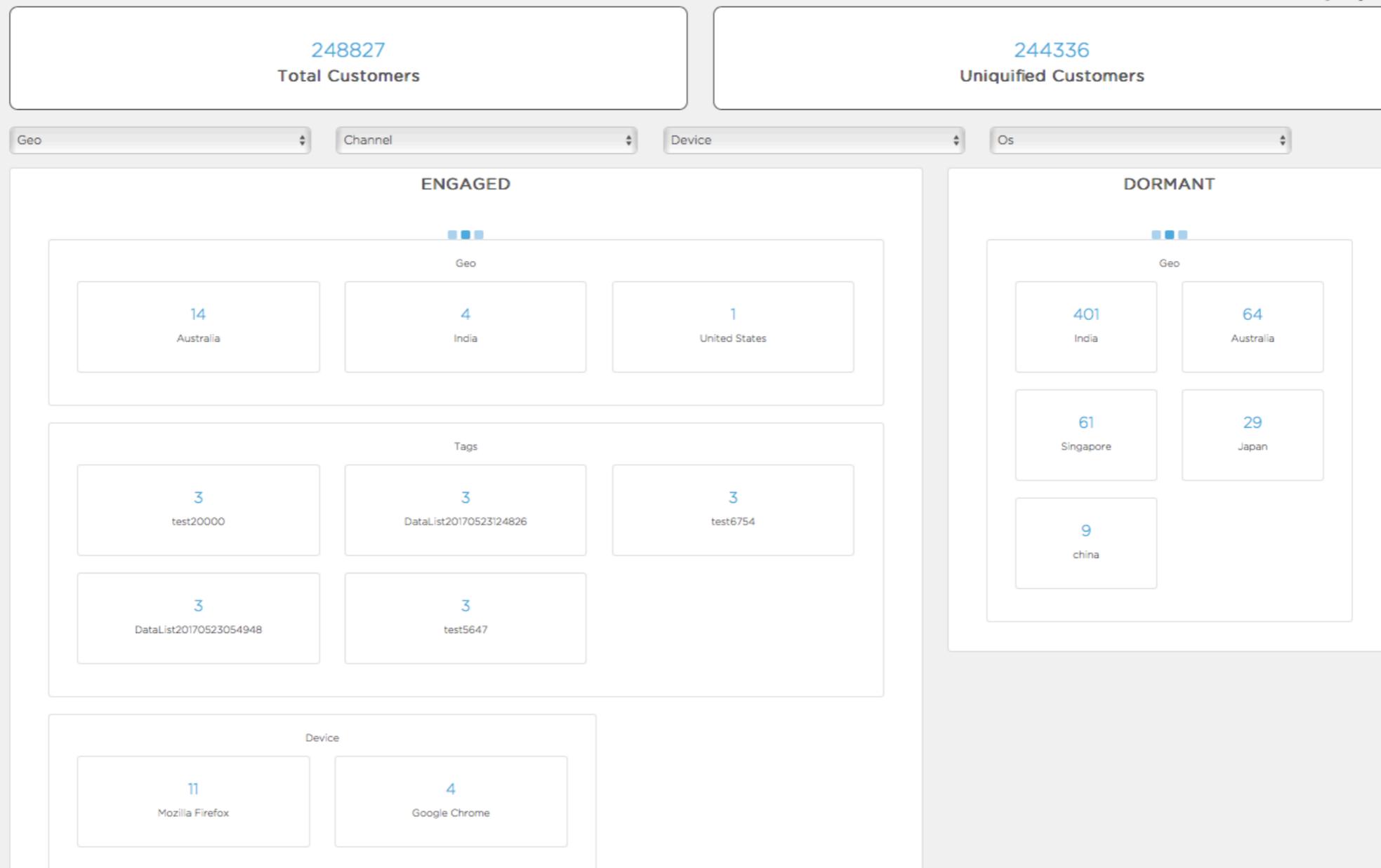
Click

	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

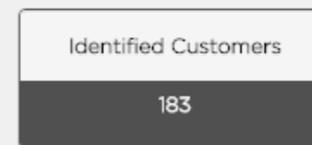
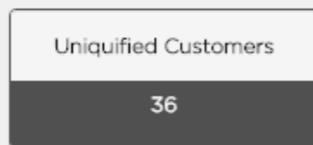
Device, Time of day, Day of week, geo, past engagement, all tracked and stored to act as a feed to the Machine Learning layer

Advanced Analytics

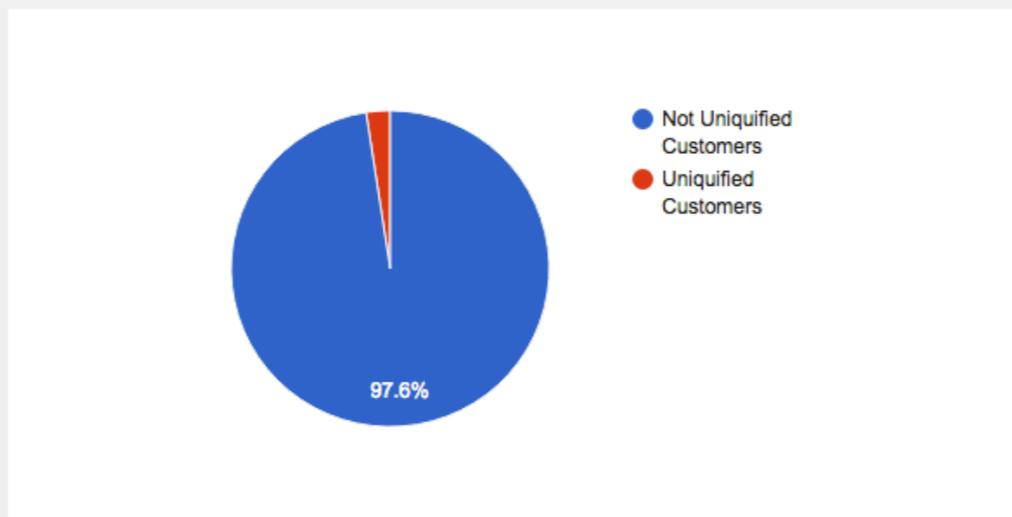


Predictive Cohorts

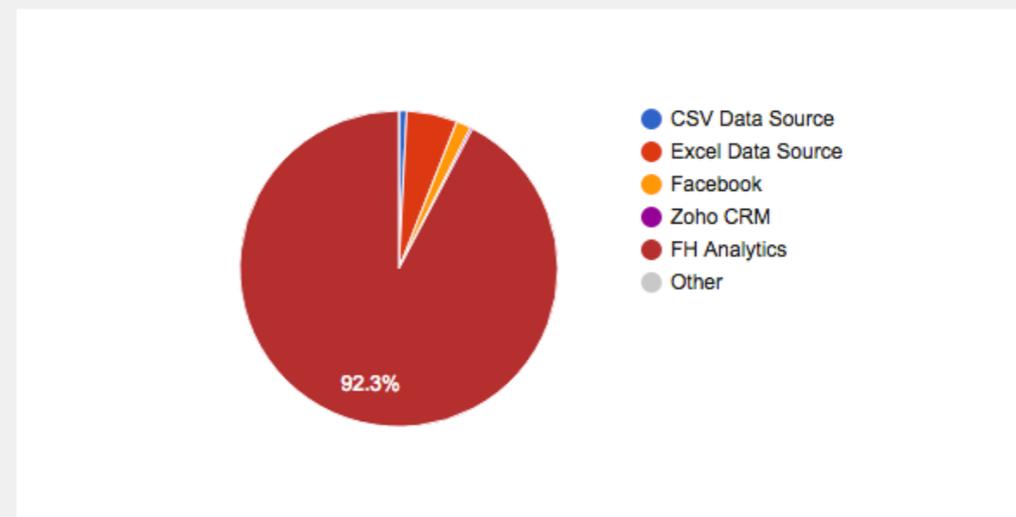
Machine Learning powered predictive cohorts showcasing the split between named and anonymous personas and enabling better targeting.



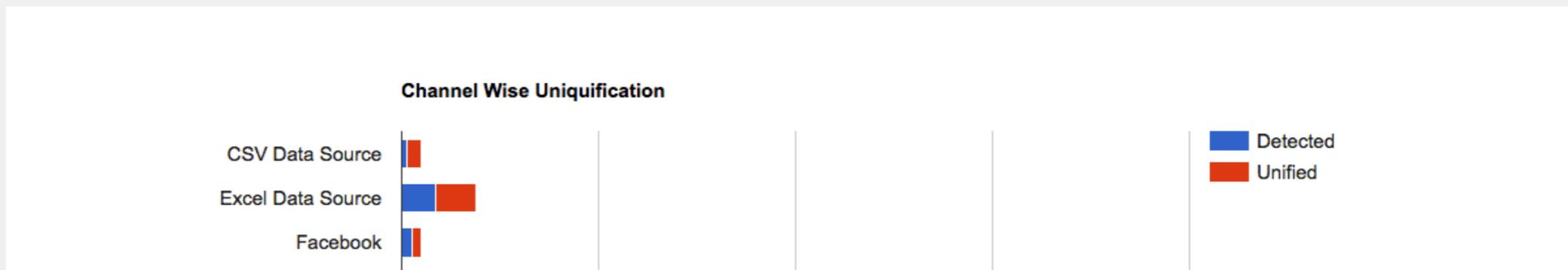
Customers Uniquification



Channel Wise Usage



Channel Wise Uniquification



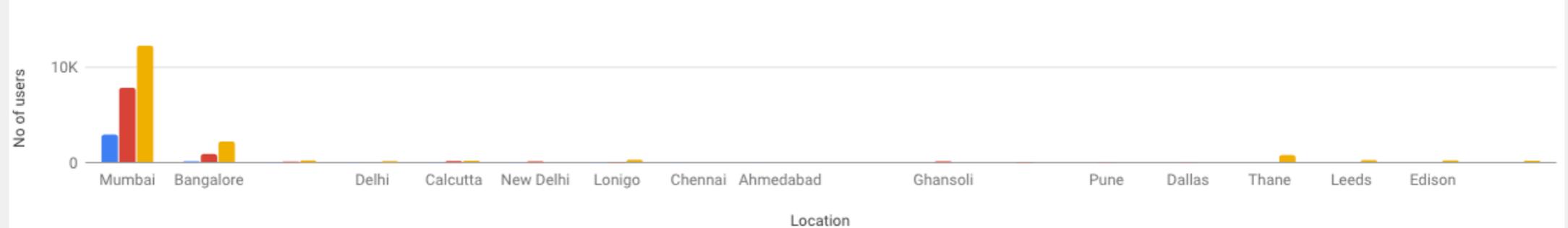
Uniquification Dashboard

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!

FirstHive

Creating Customer Identities.
Driving Marketing ROI.
