

Creating customer identities. **Driving marketing ROI**

With explosion of touch points across ever-increasing channels, most brands are struggling to track, measure, or analyse the deluge of 'white-data' that is being generated. Hence, they are missing out on an opportunity to have meaningful interactions with their customers across these channels.

FirstHive enables creation of unique customer profiles by aggregating this 'white data' from all your customer touchpoints including social, voice, web, mobile, and even offline channels and promotions. It enables the tracking of the entire consumer journey from data generation at transaction, assimilation, storage, and providing actionable analytics. This empowers brands to create better and more impactful campaigns, which resonate with their customers resulting in more likes, shares, click throughs, walk ins, and ultimately sales.

FOR MORE INFORMATION

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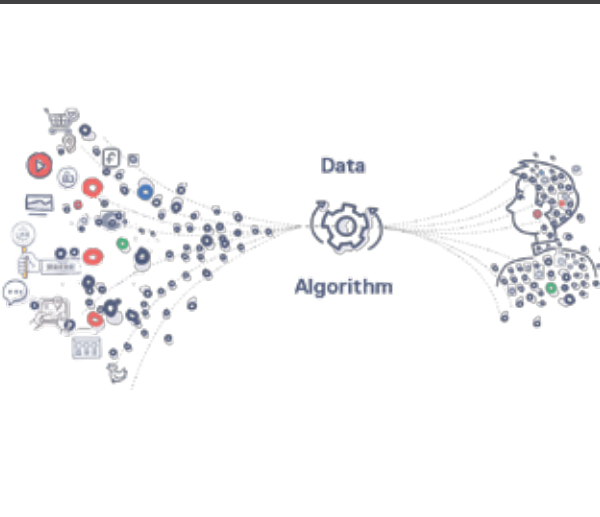


Redefine your customer engagement

- Integrate with all your customer touchpoints
 - Create unique customer identities
- Run true 'cross-channel' customer journey orchestration
 - Advanced predictions and recommendation engine

Turn the leaf to unlock more on
First Hive...

One point data integration with **superlative ROI**



Omnichannel capability

Pull in data from any channel and run powerful cross channel campaigns to engage your customers.

Customer Identification

Collate the breadcrumbs of data across the brands' touch points to identify unique persona and create customer identities.

Drive Marketing ROI

The predictive engine provides the impetus needed for a brand to achieve superior marketing ROI

Brands

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Take the first step to a **truly
personalized engagement!**

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