

FIRSTHIVE

Building Customer Identities. Driving Marketing ROI.

- **Target customers**

IT Buyer	Marketing Buyer	Data, Analytics or Market Research
<p>Typical Titles:</p> <p>Director IT CIO Chief Digital Officer</p> <p>Key Objectives:</p> <p>Stack Consolidation Respond rapidly to Business Needs Reduce Data Latency Optimize Tool Cost Optimize non-core tech dependencies</p>	<p>Typical Titles:</p> <p>-Director Marketing -VP Marketing -CMO -Director Marketing Tech -Chief Digital Officer</p> <p>Key Objectives:</p> <p>.Deliver on Marketing ROI Goals .Reduce IT Dependency .Deeper Insights to drive personalized Marketing .Deliver sharper automation & CX .Consolidate <u>Martech Stack</u></p>	<p>Typical Titles:</p> <p>Chief Data Officer VP Research Head - BIU</p> <p>Key Objectives:</p> <p>Regulatory Compliance & managing risk Reduce data latency Single source of customer truth Drive better insights Consolidate stack</p>

- **Existing partners**

We have over 33+ customer deployments across Indo-Pacific region which includes leading BFSI, FMCG & Manufacturing Enterprises.





- **Competitors**

Major vendors in the global CDP market include , Adobe, BlueVenn, Tealium, AgilOne , BlueConic , Lytics , Amperity, Treasure Data, Redpoint Global and FirstHive . These vendors have adopted various organic and inorganic growth strategies, such as new product launches, partnerships and collaborations, and mergers and acquisitions, to expand their presence in the global CDP market.

There are three levels of differentiation with respect to competition -

1. **Data Ingestion**- FirstHive can ingest data from all sources including offline. In addition we can also ingest unstructured data like social comments, voice, etc.
2. **Identity building**- We have the first ML based identity building algorithm globally.
3. **Activation**- We enable building of sharp segments on the tool & also provide activation across all tools and channels that the brand might be using, without disrupting the existing stack
4. **ML & AI capabilities**: Our advanced ML & AI capabilities provide an edge to the marketers for making predictive recommendations for every customer on ideal channel, time of nudge, and type of content that has a high probability of yielding a response.

- **Certifications**

ISO 27001 certified and SOC-2, GDPR, PDPA compliant.

- **Key offerings**

We work with Enterprises and help them with managing their Customer interaction data across various interfaces through which they have customer interactions . As an Enterprise connects all its channels & tools to its FirstHive account, FirstHive uses its ML algorithms to build Unified Customer Identities, using these Unified Identities; Enterprises are able to optimize marketing choices around - Content Affinity, Audience Selection, Channel

Preference & Time of Nudge.



Comprehensive Data Integration Capability

Ability to ingest data from ANY data source and make the same available across ANY destination source



Actionable Analytics

All this, with complete visibility over every data source or campaign, ensuring you are in control of your marketing



Data Segmentation

Comprehensive Data Segmentation capabilities, to truly drill down to a Segment of One



Flexible Data Provisioning Rules

Complete flexibility to mask all customer PII (Personally Identifiable Information) and share access with internal and external stakeholders, without the data leaving the platform



100% Data Ownership

You own your data. Period. No data is locked in any proprietary formats. All data is 100% portable for the client



Quick Deployments

Ready connectors across the marketing ecosystem ensures we are able to go live with a client deployment in under 4-6 weeks

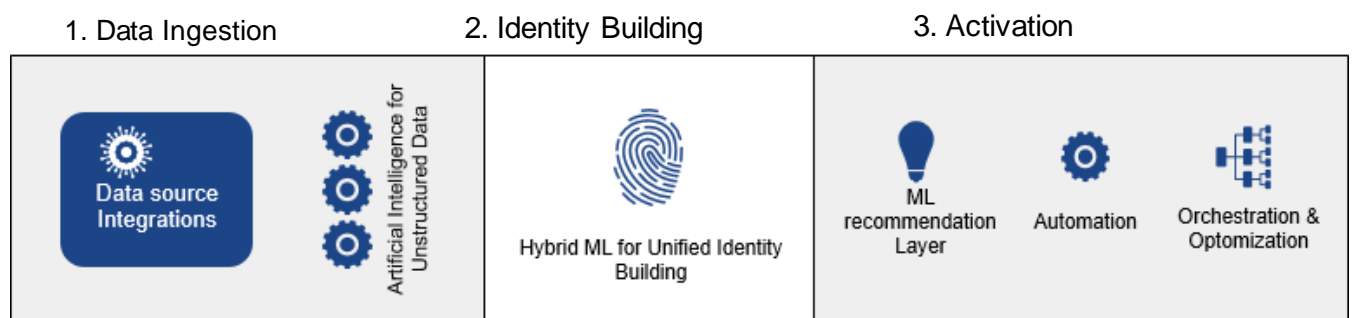
- **Technology Domain**

Saas Based product

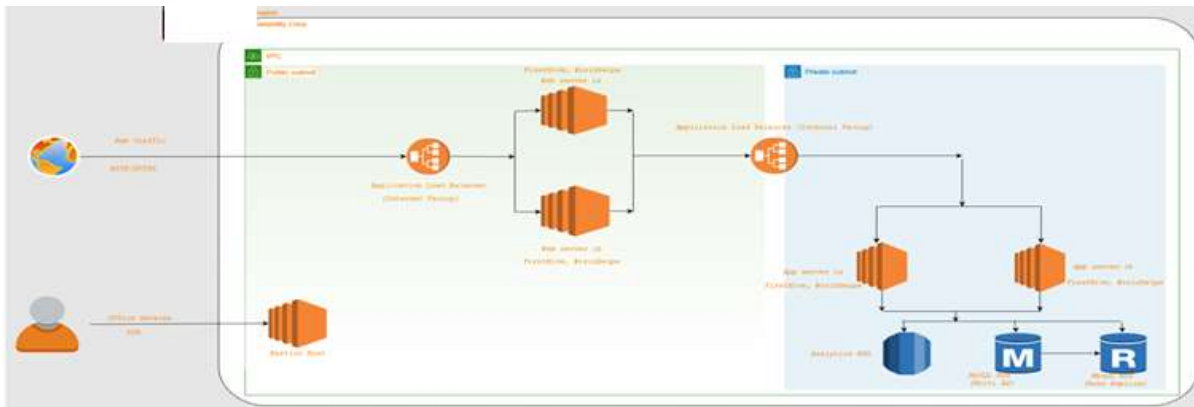
- **Key Technology**

Unified Identities that we build are used for, Targeted Omnichannel Campaigns, Lookalike Modeling, Targeted Remarketing, Customer Acquisition, Engagement and Retention, Customized Promotions and Offers, AI based Predictive Recommendation engine, Data Analytics for Attribution and Likelihood to Churn.

FirstHive was the world's first CDP to deliver an ML based identity building layer



- **Technical Architecture**



- **Channel**

We have 700+ out of the box data source integration making it one of the most comprehensive full stack customer data platform. The data integration channels include website, bots, social presence, mobile apps and blogs, CRM, Mobile Analytics, Web Retargeting, Voice / Customer Care, Cloud Telephony, CMS, Ad Networks, Programmatic Ad tools, and Social Streams.

- **Application impact**

We offer a complete stack of Customer Acquisition, Customer Upselling and Customer Retention (Loyalty) solutions over our advanced ML based CDP

- Revenue Impact: Growing lead acquisition by 2X to 4X Leading bank sees acquisition of 1.2 billion \$ of new business*
- Profitability Impact: Increase Marketing ROI / conversions between 15% -35% 8X jump in Consumer Identities captured*
- Reduce customer Churn Rate -5-10% improvement in churn rates leading to improved NPS. 5X increase in customer repurchases and upsell*

*as seen in existing deployments

- **Hosting Requirement**

We are a multi cloud platform and expecting 6 -10 instances or VM and 5 will be with medium specifications and 3 will be maximum available specification

- **Storage Requirement**

10 TB

- **Bandwidth Requirement**

1 TB/ month

- **Engagement Model**



- **Cost Structure**

Our commercial model is mainly built on subscription billing to our clients. Our revenue model comprises of 3 key billing components -

1. One time Configuration Fee
2. Monthly platform license (includes Platform License basis Marketing Intensity, Modules Deployed, Tech Support Plan opted for, and Business Support)
3. Consumables like Email, SMS, Voice Minutes Packs

- **References:**

a) Here is our first Whitepaper for the year covering the Rising importance of a CDP in the marketer's stack, available on the CDP Institute for download here : <https://lnkd.in/fEvGYUc>

b) Happy to announce that Avianca Airlines has chosen FirstHive for leveraging its AI engine for better understanding their customer behaviour <https://lnkd.in/fDY9kkx>

c) FirstHive is part of the 1st Cohort for Singapore Tourism board https://www.linkedin.com/posts/firsthive_firsthive-martech-stb-activity-6622714174436937728-GZzL



d) David Raab, founder of the CDP institute post about FirstHive
https://www.linkedin.com/posts/david-raab-22146b_cdp-activity-6623197375710187520-qxye

e) FirstHive - Elevator Pitch with Credit Suisse - 2019 FinTech Innovation Lab Programme APAC
https://www.youtube.com/watch?v=L_p1JsYFhWc

f) Meet First Hive - - FinTech Innovation Lab Asia Pacific 2019 Cohort
<https://www.youtube.com/watch?v=nUwTUImn7Fw>