USE CASES

Ensighten Activate

Ensighten One

Ensighten Pulse
**Use Case Definition:** Deliver relevant content to customers after they viewed or clicked through an Off-Site ad.

**Market Problem:** Very little contextual information about offsite advertising is available for on-site personalization after ad click-through or view-through occurs. Traditionally, contextual information has been siloed between the domain of offsite advertisers and that of a brand’s 1st party sites.

**Solution:** Ensighten Pulse `pixels` allow brands to store campaign information in 1st party user cookies, which enable marketers to capture more Off-Site customer data for use in personalization activities such as retargeting and On-Site content optimization. Pulse also generates analytics data so that Activate customers can draw insights about their efforts in display advertising.

**Ensighten Value:** Ensighten enables brands to capture a wide range of information about Off-Site impressions and their associated audiences. This data drives unique engagement opportunities with display prospects, enabling 1:1 marketing conversations between brands and their customers, starting offsite and spanning the entire conversion funnel.

**Benefits:** Improved content relevance based on individual customer intent and preferences will:

- Improve customer ad click through rates via smarter retargeting
- Improve ROAS
- Improve Landing Page Conversion
- Drive richer customer experiences, allowing precision in their messaging

“We’re using Ensighten Pulse to start targeting different segments intelligently in a way that respects our smaller budgets but still gets us great results and great ROI.”

- T-Mobile

**Products:** Ensighten Pulse
**Use Case Definition:** Deliver 1:1 targeted content based on the customer’s immediate intent, recent and past behavior, and the stage of their customer journey.

**Market Problem:**
Typical optimization programs only have access to limited customer information and lack data on historical and cross-device customer behavior. Likewise, Brands are unable to tap into all of their rich customer-centric data, as optimization tools do not support sophisticated data exchange mechanisms.

**Solution:**
Ensighten Activate allows marketers to Collect, Own and Act on their customer’s omni-channel digital data to deliver 1:1 level messaging in real-time across devices to improve business results.

- Create a 360 degree real-time individual customer view
- Ability to import and exchange data across data sources, channels and devices
- Augment historical data with real-time and in-session customer level behavior and intent
- Deliver personalized messaging and content based on this real-time customer level data
- Drive predictive modeling with robust, omni-channel customer profiles

**Ensighten Value:**
The Ensighten platform powers unmatched opportunities for real-time 1:1 targeting. By combining deep analysis of legacy data along with current click-stream activity, Marketers are able to provide a rich contextual customer experience that follows the customer across devices, sites and channels.

**Benefits:**
- Higher conversion
- Higher engagement

**Products:** Ensighten Pulse, Ensighten One
Use Case: Track Users Across Web Properties

Market Problem: Many digital publishers maintain portfolios of publishing assets with separate domains. These separate domains have independent analytics and customer data and treat customers uniquely for each publishing asset. This creates disjointed messaging, and ignores customer behavior and intent, minimizing the effectiveness of advertising across digital properties.

Solution: Activate enables the marketer to aggregate information about their customers across digital properties. Real-time web services provide access to unified customer profiles so that content, messaging and advertising are always in tune with a holistic view of the customer. Behavior and intent data can be immediately leveraged across digital properties to deliver an optimal customer experience that maximizes revenue.

Ensighten Value: Get the big picture of your customer’s behavior by taking all of their activities into account. Leverage data from across domains, and import offline data as needed. Enable rich new opportunities for customer engagement by having relevant 1:1 conversations across digital properties.

Benefits: • Increased customer engagement • Higher ad revenue

Products: Ensighten Pulse, Ensighten One
Use Case Definition: Deliver a better customer experience with online click to chat applications by prioritizing customers based on value and making pertinent customer information available to the agents in real-time.

Market Problem: Current call center operations queue customers based on a first-in-first-out system that treats everyone the same. This results in high value customers receiving the same service as lower value customers.

Solution: Ensighten One enables chat systems to prioritize customers based on profile attributes or scoring from predictive models. When a customer is directed to a chat system, the Activate profile is accessed in real-time and customers are prioritized and routed to the appropriate agents based on predetermined criteria. This ensures that resources are allocated efficiently, and that the best customers receive the very best service and agents.

Ensighten Value: Activate profiles provide additional contextual information that is not available during ordinary web sessions. This information allows marketers to provide sophisticated criteria for on-site chat enablement, thereby maximizing the ROI of chat systems. Activate profiles provide relevant contextual data to the Customer Representative, enabling personalized service from the first point of contact.

Benefits:  
- Improved customer satisfaction  
- Improved revenue / customer  
- Improved conversion rate  
- Drive savings related to chat and call centers programs

Products: Ensighten One
**Use Case: Survey Segmentation / Targeting**

**Real-Time Response to Voice of the Customer**

**Use Case Definition:** Target only selected segments of customers for survey questions to ensure business and development teams are aligned with strategic customers.

**Market Problem:** Onsite survey solutions enable marketers to collect the voice of their customers (VOC). However, one complication is that survey solutions are not able to select certain clients. As a result, feedback can be biased or imprecise, with feedback from less relevant customers skewing the overall results.

**Solution:** Activate enables marketers to refine survey delivery by segmenting site visitors based on key metrics, such as profile attributes, or models for consumers’ engagement. The solution can extend more survey invitations to high value consumers, or target users that fall into specific categories. This ensures that the brand has an accurate sense of the voice of their customers.

We are also able to capture VOC feedback in Real-time and make it accessible as part of a user’s profile, for downstream and cross-channel targeting.

**Ensighten Value:** Activate provides deeper context when delivering VOC content, thereby enabling more sophisticated VOC efforts. If desired, results from high value customers could also be sent to Customer Care for a personalized response.

**Benefits:**
- Improved customer engagement
- Improved acuity for VOC efforts

**Products:** Ensighten One
Use Case: URL Prefetching and Sequencing

Use Case Definition: Improve customer experience by accelerating page-load speed. Activate pre-loads web site assets for popular links, thus accelerating performance across a brand’s site.

Market Problem: Site performance has a big impact on user engagement and directly impacts conversion metrics. As websites become more sophisticated, browsers have to pull down more resources during page load, resulting in slower site performance. IT can technically optimize each page for performance, but beyond that there is little that the marketer can do to improve site performance.

Solution: Activate tracks popular URL paths within a brand’s domains and calculates the most common paths based on aggregate data. Activate’s recommendation system uses the aggregate data to determine which pages are most likely to be next in a user’s navigation sequence. The assets for the recommended pages are pre-loaded, so that they are stored in the browser’s cache. If a user proceeds to navigate to a recommended page, it will load quickly since the browser will already have most of the resources it needs to render the page.

Ensighten Value: Activate’s URL prefetching capabilities are unique in the industry, and represent an opportunity to optimize page-load performance across all of a brand’s digital properties.

Benefits: • Improve customer engagement

Products: Ensighten Pulse, Ensighten One
**Use Case Definition:** Create a unified profile of a customer by combining data from multiple sources into a single profile that can be used for analysis and action.

**Market Problem:** Typical website implementations only track customers via browser cookies, resulting in gaps in knowledge when a customer uses multiple devices or purges their browser cookies. Likewise, brands do not have a way of joining their offline data with online sessions. As a result, customer profiles are fragmented at best.

Without a unified customer profile, a great deal of information is lost or never becomes actionable. Sophisticated personalization strategies and deep insights are impossible with incomplete customer data.

**Solution:** Ensighten One enables customers to augment user profiles with all kinds of offline datasets via scheduled imports. Likewise, advanced ‘profile stitching’ capabilities enable cross device stitching, as well as the reconciliation of anonymous and well-known visitor sessions. Activate allows the marketer to configure the identifying attributes that drive profile stitching, and to set rules for how profiles are merged.

**Ensighten Value:** Ensighten’s unified profiles enable comprehensive analysis and activates the entire dataset for use in direct 1:1 personalization.

**Benefits:**
- Improved customer lifetime value
- Improved customer engagement

**Products:** Ensighten Pulse, Ensighten One