GLOBAL DATAVIEW™

A BEST-IN-CLASS DATA SOLUTION TO DRIVE RELEVANT RETAIL EXPERIENCES

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In a world where customers demand exceptional, relevant experiences—online and offline—single data points and demographics simply won't cut it. You cannot converse contextually with a shopper by knowing that she's a 38-year-old female from Denver making $67,000 per year.

Retailers today must get to know their customers much more deeply—and recognize them across interactions—to react to their needs in the moment. In a brick and mortar store, an associate would ask, "How may I help you?" But in a digital world, we must be able to infer the answer from our data and use it to inform our turn in the brand-buyer conversation.

THIS IS WHERE GLOBAL DATAVIEW COMES IN

Global DataView (GDV) is a comprehensive, aggregated data product that provides a 360-degree view of your customers and their households across devices—then tells you how to use it to provide contextual experiences for all of your shoppers.

Over 1,600 descriptive and predictive data attributes covering **98% of US households**

Multi-sourced, multi-validated, multi-verified data records co-mingled into a **multi-faceted source of information**

Richer, deeper profiles from traditional, social and digital sources to understand intent and **drive true personalization**

KNOW YOUR CUSTOMERS, SPEAK TO THEM CONTEXTUALLY

The Global DataView technology includes two key components designed to help you identify and learn the important details about every single customer—to personalize their marketing in the moment.

1 DATAVIEW DATABASE™
Enhanced data enrichment engine

- Unique, blended data asset
- Traditional, social and digital sources
- Device identification and connection
- Ability for recurring and ongoing enrichment

2 DATAVIEW SOLUTION™
Analytically-driven decision making

- Best customer profiling
- Propensity modelling
- Next best action/next best offer

THOUSANDS OF DATA POINTS, HUNDREDS OF MILLIONS OF RECORDS

Knowing the little things about your customers, in the moments that matter, will allow you to converse with them in a more contextual, human way—no matter what device they're on.

Global DataView provides:

- Social
- Mobile & Device ID
- Demographics
- Behavioral
- Lifestyle
- Affluence
- Census Data
- Share of Wallet
- Investments
- Emails
- IP Address
- And more

WHAT GOOD MARKETING LOOKS LIKE

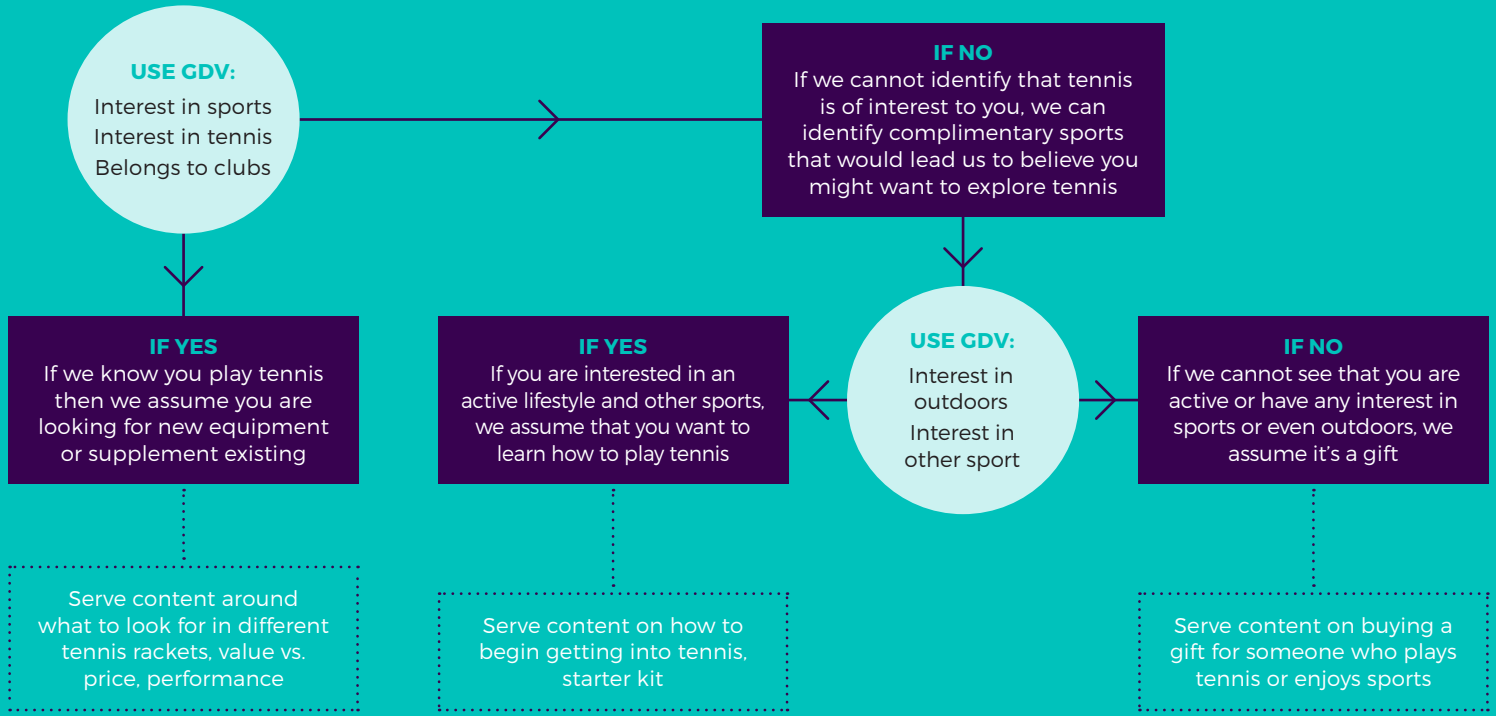
The following scenarios illustrate how retailers can use Global DataView to provide more personalized, contextual digital experiences to every single customer.

SCENARIO I: PET RETAILER (PETCO, PETSMART, ETC.)

We see a customer on site—looking at dog leashes, dog bowls, dog beds.

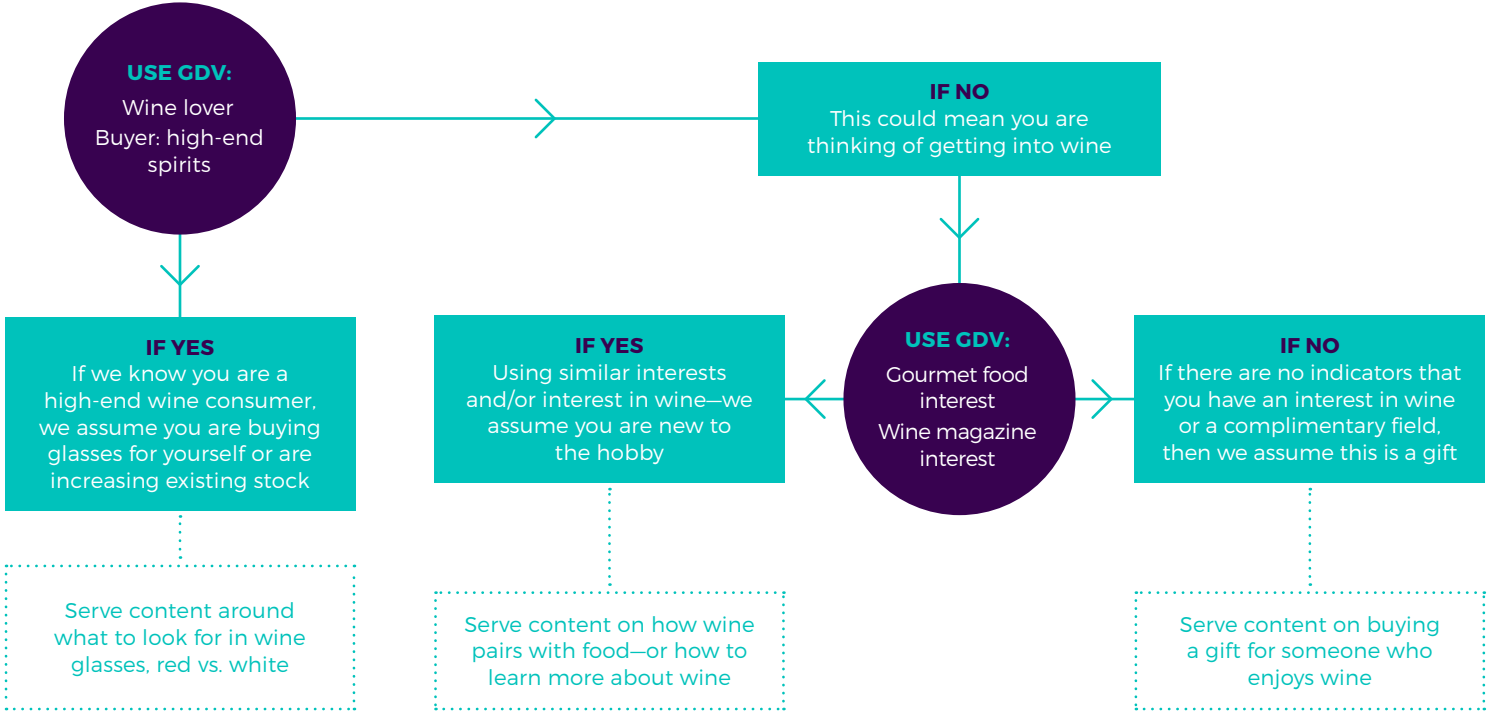
SCENARIO 2: SPORTS RETAILER (REI CO-OP, DICK'S SPORTING GOODS, ETC.)

We see a customer on site—looking at tennis rackets, sports apparel.



SCENARIO 3: SPECIALTY RETAILER (WILLIAMS SONOMA, CRATE AND BARREL, ETC.)

We see a customer on site—looking at wine glasses, decanters.



The retail world is transforming, and your brand must transform along with it. Learn more about driving relevant, in-the-moment retail experiences for your brand with Global DataView.

Get in touch today.
Call us at **800.456.9748**
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