

The Advertiser's Guide to **People-Based Marketing**



SIGNAL®

Getting Personal

For all the benefits of digital technology, it's certainly made the business of advertising much more challenging.

Marketers, so closely tied to ROI, must account for every dollar spent, an increasingly complex equation as new data sources enter the marketplace. With CEOs scrutinizing digital performance, marketers are pressured with managing customer data and measuring marketing outcomes across every digital touchpoint. Plus, they are tasked with deriving insights from unprecedented accumulations of disconnected customer data to create more personal and precisely targeted brand experiences.

Today's always-on consumers have never been more accessible, constantly moving between devices, and continuously emitting streams of live digital signals about their wants and needs.

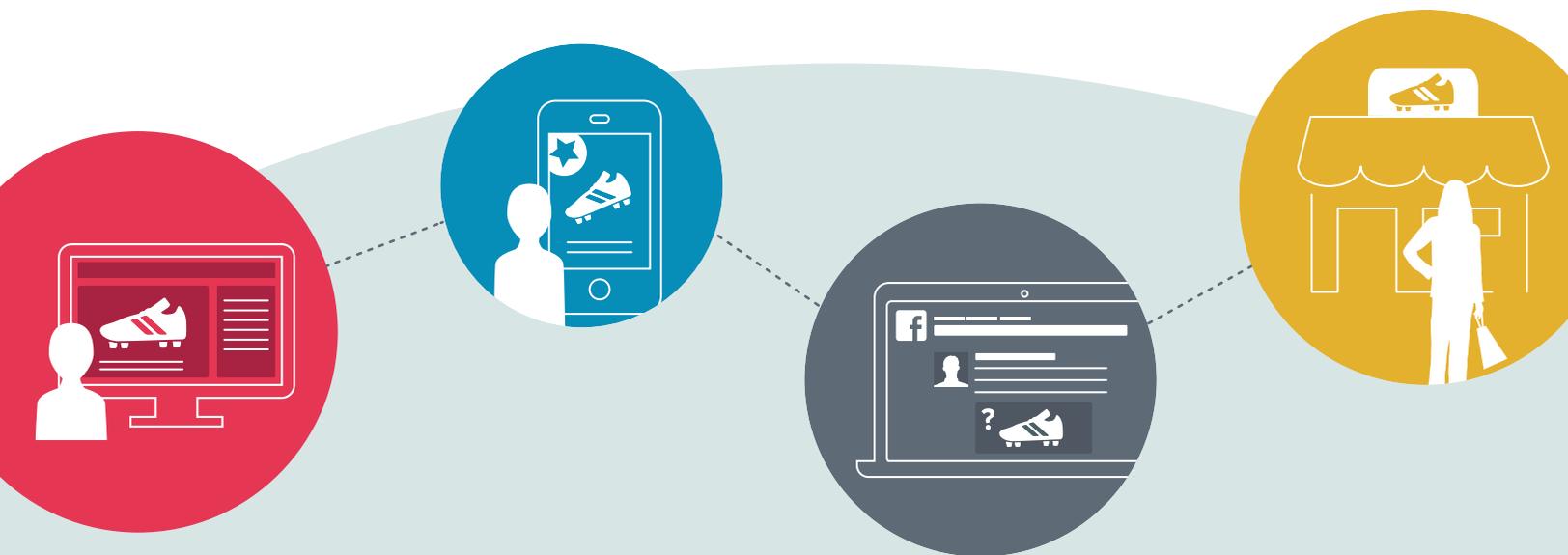
But they've never been harder to understand and reach.

As consumers ourselves, we can understand why. We hold the power to tune in and tune out what messages we want to receive and where and when we want to receive them. Messages need to be relevant, meaningful and timely in order for us open, click or swipe. This means marketers must keep pace with us as we journey across time and touchpoints to understand our individual behaviors and intentions.

And, let's face it, we're complicated. We may start a search on our desktop, compare email offers on our phone, seek advice through social media on our laptop and then trek to a store to make a purchase – all in the span of a few hours. ***But most advertisers aren't able to recognize their customers and respond to these signals in real time, wherever they are across web and mobile, so the opportunity to engage them with accuracy and value has been lost.***

As is their potential conversion.

Now, it just got personal.



Connecting With People, Not Devices

With consumers demanding more personalized and immediate brand experiences, marketers need to adopt a new approach to reach and engage real people—not just the devices upon which a specific audience is most likely to be.

Welcome, people-based marketing.

People-based marketing is a strategic discipline that focuses on connecting brands with actual individuals across devices and channels. As opposed to targeting web cookies, which expire, can be deleted and don't always work in the mobile environment, people-based marketing allows advertisers to immediately recognize and respond to customers across all digital touchpoints, opening up endless opportunities to engage them in more meaningful ways. Doing so, however, requires the right data and identity strategies.

Between their decades-long investment in Customer Relationship Management systems and the myriad of online data amassed through a growing number of digital channels and toolsets, advertisers have more first-party data than ever. With the ability to upload their offline data to the online environment, where it can be matched with a publisher's digital data, advertisers can recognize and reach customers wherever they are across the web and mobile. And if they are able to do this in real time, advertisers can leverage the most precious of customer data, live-intent signals, to connect with customers when they are in market for their products or services. ***Which takes the guesswork out of targeting, eliminates wasted ad spend and, ultimately, increases conversions.***



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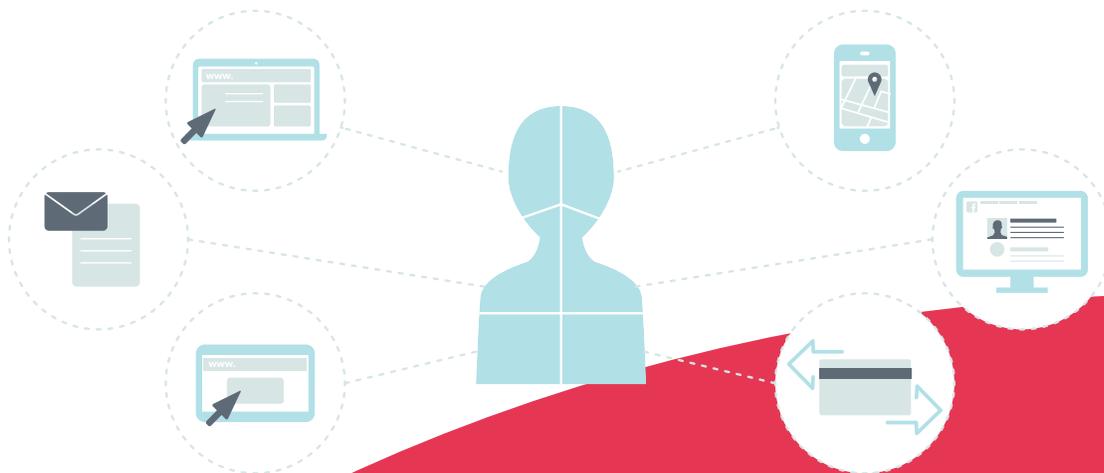
Turning Challenges into Opportunities

With real-time people-based marketing, advertisers can deliver experiences that customers want, not marketing messages they want to ignore. Accomplishing this requires working with data and identity technologies that offer speed, persistence and ownership. And herein lies the advertiser's greatest challenge.

Hampered by fragmented and siloed data technologies, most marketers are unable to upload and reconcile massive data sets – a process that has typically involved batch processing – in time to do anything with it quickly, let alone identify and reach customers “in the moment” across the web and mobile. Plus, many marketers work with ad tech vendors who rely on data from cookies, which is web-restricted, often outdated and, typically after 180 days, non-existent. To recognize individuals and the digital signals they're sending in real time across all channels, advertisers must work with persistent identifiers that can find and continuously follow individuals as they move across all touchpoints, never expiring and becoming more robust with every interaction.

Sure, advertisers have options. For a few years now, ad tech vendors have been offering data onboarding - the process of connecting a company's offline customer data with the digital environment – as a service. Onboarders are able to upload a brand's data, match customer identities across channels and devices and push out these customer IDs to media vendors, a process that typically takes five to seven days, or longer. ***But five days is five days too late for engaging the customer who's shopping for your product today.***

And then there are the Internet giants, such as Facebook, Twitter or Google, which are able to upload and match an advertiser's data with their own massive lists of logged-in users in a matter of hours, delivering unrivaled scale. ***Yet none of them share back user-level data or insights with their advertisers, making it impossible for advertisers to connect what happens inside the walled gardens with the rest of their marketing efforts.***



*But the process can be so much simpler.
And fast. **And always on.***

The Signal Solution

At Signal, people-based marketing is our expertise. We deterministically identify real people, not their devices, through a single, integrated platform that provides **always-on** recognition.

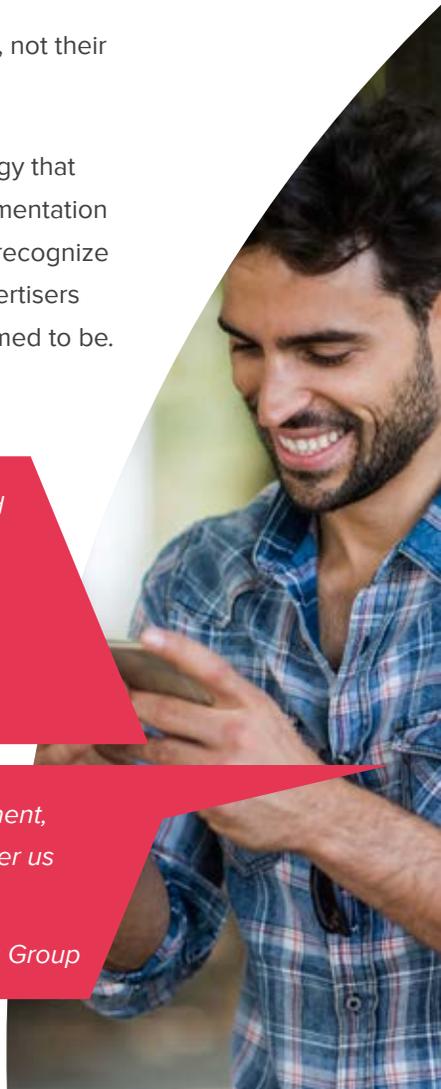
No other solutions provider delivers people-based marketing at scale through one technology that combines data collection, persistent identification, onboarding, audience matching and segmentation for real-time, cross-channel execution. Using Signal's platform, advertisers can immediately recognize and engage with customers wherever they are, no matter the touchpoint. Which means advertisers can interact with customers when they are actually shopping for their product, not just assumed to be. ***And this leads to greater conversions, less waste and an increase in ROI.***

“Signal is the enterprise solution that allows us to unify data across channels and use that holistic view to be better marketers. That's about merging engagement data and cross-channel identity to deliver personalized messaging and more-efficient targeting.”

- Stella Voutsina, VP of Global Media Operations & Technology, Dentsu Aegis

“The ability to view the customer through a single lens enables critical measurement, optimization, efficiency and personalized use cases. Signal is helping to empower us to understand the panoramic customer journey.”

- Jason Niemi, Associate Director of Marketing Information Systems, Kraft Foods Group



Driving Conversions – and ROI

With the Signal platform, advertisers can:



Target customers simply and quickly when they're in market for their product.

Signal's fully integrated platform allows advertisers to easily and instantly identify and react to the freshest and most recent customer intent signals. With zero hands-off between providers, customers can be recognized, targeted and engaged at just the right moment – *in less than one second*.



Recognize customers in real time, all the time.

The Signal technology employs persistent, cloud-based identifiers—so customer profiles aren't tied to decaying, third-party cookies. Advertisers benefit from long-lasting, durable profiles that are continuously enriched and ready for activation across the web, mobile, apps or any connected devices.



Maintain control and ownership of their data.

Signal's open, neutral platform gives brands complete control and ownership of all their first-party offline and online data and profiles. With a unified view of their customers, advertisers gain valuable consumer and campaign insights and can close the loop on attribution – impossible to do when data is trapped inside a media partner's walled gardens.



Pioneer a superior targeting option to increase scale.

By participating in deterministic-matching networks powered by Signal's platform, advertisers and publishers can securely share their in-market addressable audience segments to exponentially increase the number of available and known customers. To reflect the freshest and latest state of the consumer, the quality of this data is unmatched.

Take a cue from a leading Japanese brand that leveraged the Signal platform to increase conversions – and ROI – with people-based targeting.

Marketing Challenge

A leading Japanese commerce company wanted to target its credit-card holders with an upsell to Platinum status. Realizing that its traditional practice of dropping retargeting pixels on the limited number of visitors to its credit-card site suffered from low reach of known customers, the company sought a way to use its much larger CRM file to target customers.

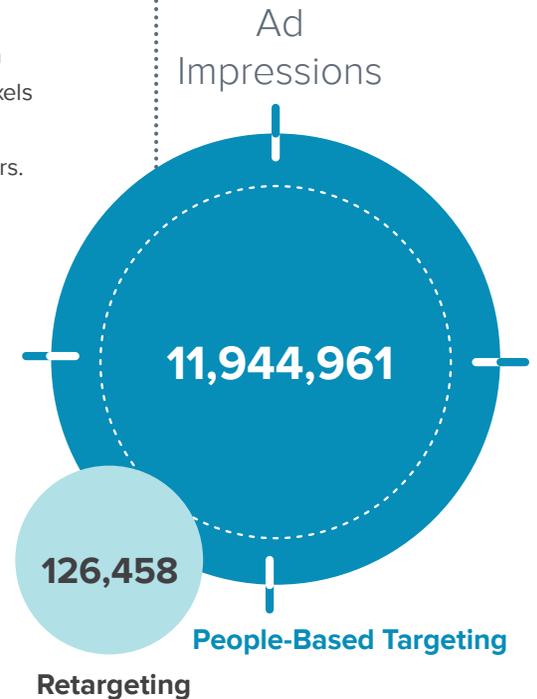
People-Based Targeting Solution

Using Signal's platform, the client was able to onboard, match and activate first-party data sets with leading digital publisher Yahoo! Japan's content sites, recognizing and reaching known customers across channels while in market.

Results

People-based targeting was much more effective than traditional retargeting in reaching the brand's known customers.

- **CPAs decreased by 51%**
- **Ad impressions were 94x greater**
- **Conversion efficiency was 6x greater due to increasing conversions at a reduced cost**



As our personal experiences as consumers have taught us, we know that successful advertising must meet customers on their own terms. Considering the cross-device habits of today's consumers, that's getting harder and harder to do.

Advertisers simply can't keep up.

And this puts consumers in control of the messages they receive. When consumers have this kind of power, the only way to get their attention – **and drive conversions** – is to engage them with meaning and relevance.

To do so, advertisers must be able to recognize their customers in real time across all touchpoints. An ambitious goal, for sure. But one that can be met with the right technology solution and a strategy built around people-based marketing.

A photograph showing two women, one with curly hair and a yellow top, and another with straight hair, looking at a tablet together in what appears to be a retail or store environment. The image is partially obscured by a blue graphic element.

“

Signal's platform enables us to collect first-party data, and then match that data together to create meaningful, cross-channel profiles. This unified view of our customers helps us engage with them when they're looking for our products, increasing the effectiveness of our campaigns.”

- Kelly Doss, Vice President, Global Consumer Marketing, Beam Suntory



*Get started with
people-based marketing.*

Talk to our people.



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