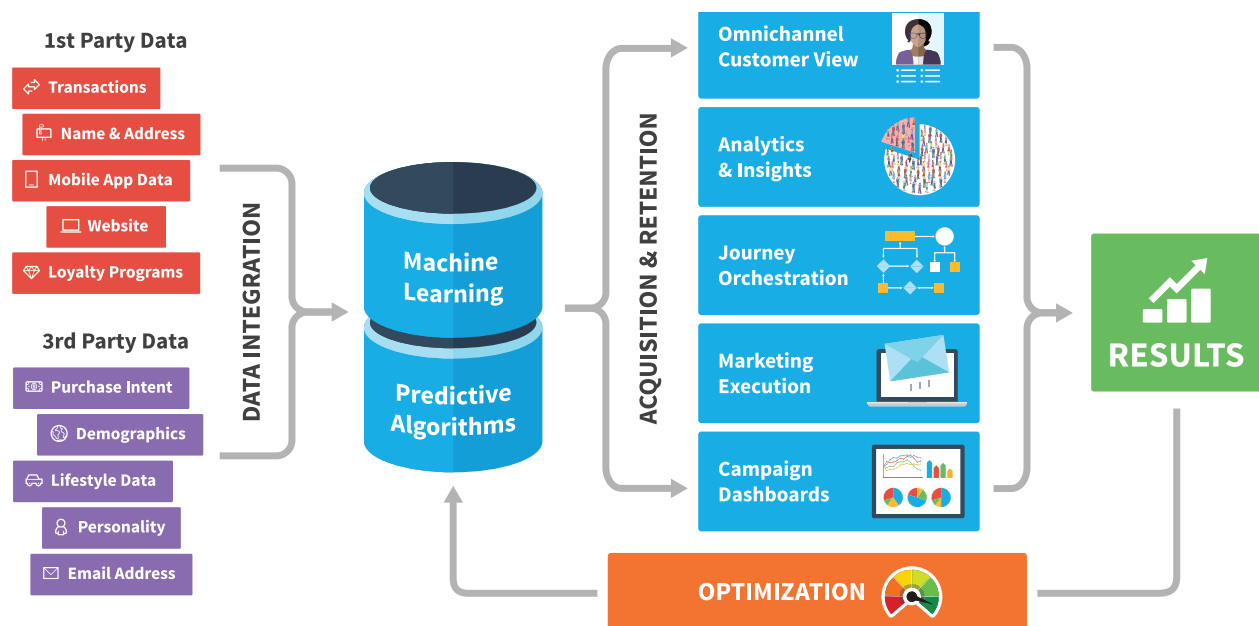


The V12 CDP Brings it All Together. Omnichannel Marketing, Now in Your Hands.

Technology, Data, and Marketing to Drive Outcomes

Introducing V12 Velocity, an integrated Customer Data Platform (CDP) solution to acquire in-market shoppers. Our bundled package provides brands with industry-leading data and technology tools to power acquisition and retention strategies while delivering sustainable ROI.

You can now acquire in-market shoppers in a matter of weeks with our quick-start acquisition program or choose to access our full Customer Data Platform for end-to-end marketing strategy execution.



Two Ways to Drive ROI Today:

All-In-One CDP Solution

- Full Platform Access
- Data Hygiene
- Name & Address Standardization
- Acquisition Data
- ROI-Driving Data Packages
- Marketing Execution
- Automated Email Deployments via Journey Orchestration
- Multi Channel Integration (SMS, Direct Mail, Ecommerce)
- Implementation
- Marketing Partner Consultancy to Ensure Your Strategy Effectiveness

Quick Start Acquisition Program

- Target In-market Shoppers
- Quick Start Module, Up and Running in Less Than 2 Weeks
- Your Customer Data Used for Suppression & Profiling Purposes
- Web Behavior Capture for Ecommerce Sites
- Acquisition Data
- Available Data Elements Include Email, Postal, In-market Shoppers, New Movers and Life-event Data
- Marketing Execution
- Automated Email Deployments via Journey Orchestration
- Implementation
- In-depth Reporting and Dashboards

V12 Velocity CDP Highlights

Integrate Your 1st Party Data to Create a Single Customer View

V12 offers deep experience in 1st party data identification, unifying data around each customer so you can see, understand and act on their behavior. Through a range of system connectors, we continuously collect data from around your ecosystem and consolidate it into a 360 degree, single customer view by merging identities from multiple devices into one, de-duped customer record. All without the need for significant IT resources. Data, technology and analytics are seamlessly brought together to create right time marketing insights.

Enrich Your Customer View with Industry-Leading 3rd Party Data

Easily enrich your data with V12's 3rd party omnichannel data insights. Our data products seamlessly integrate into the CDP and deliver both depth and breadth covering consumer and business audiences.

Experience the Power of Real-Time Integrations and Data Processing

The V12 CDP provides real time integrations with over 500 digital technologies to make it easy to unify, manage and schedule data flows for any channel. In addition, our data-processing capabilities capture, integrate and standardize consumer data in real time before the opportunity is lost.

Develop Actionable Analytics on the Fly

Our easy-to-use graphical analytics application allows you to easily visualize your audience and identify profitable or under performing segments. Organize your customers and prospects into groups and categories, blending the information you know about them to find hidden, untapped segments. A range of charts, graphs, pivot tables, VENN diagrams and maps make analysis fast, easy and simple.

Build Powerful and Unified Customer Journeys

The V12 CDP helps marketers manage automated Customer Journeys that engage uniquely at every stage of the customer lifecycle, based on each individual's behavior. Create campaigns that recognize if customers have visited your website, browsed certain product categories, opened your emails or visited your stores. Deliver relevant content, at the right time, to support your campaign and ensure they keep moving through the journey – to increase conversion rates and lifetime value.

Use our quick start journeys or create your own customized journey solutions.

Pre-Built, Quick Start Journeys Include:

ENGAGEMENT/ BRAND AWARENESS

- Welcome
- Birthday
- Re-Engagement
- Engaged Non-Buyers
- Profile Updates

CROSS-SELL/UP-SELL

- Abandoned Cart
- Abandoned Browser
- Next Best Offer
- First Order

ACQUISITION

- Signals intenders
- Competition Conquests
- Top Tier Look-alikes
- Life Event ACQ

NURTURE/ PURCHASE ORIENTED

- Nurture
- Renewal Reminder
- Loyalty
- VIP
- Thanks for Purchase

To take your customer acquisition to the next level,
email info@v12data.com or call (833) 812-4636.