



YSANCE

The People-Based Marketing Platform

Highlights

- Superior people recognition combined with predictive audience classification and targeting.
- Inbound/Outbound fusion: Recognize and consistently engage your real customers and segments across all channels.
- Intelligently connect customer profiles with online audiences while respecting strict data-privacy rules.
- Unique deterministic tracking and prediction of online/offline conversions.
- Native connectivity with leading data providers and marketing solutions.

Meeting the Omni-Channel Challenge

One rule for effective consumer marketing remains constant: Reach the right audience with the right messages, at the right time, using the right channels. And scale it up!

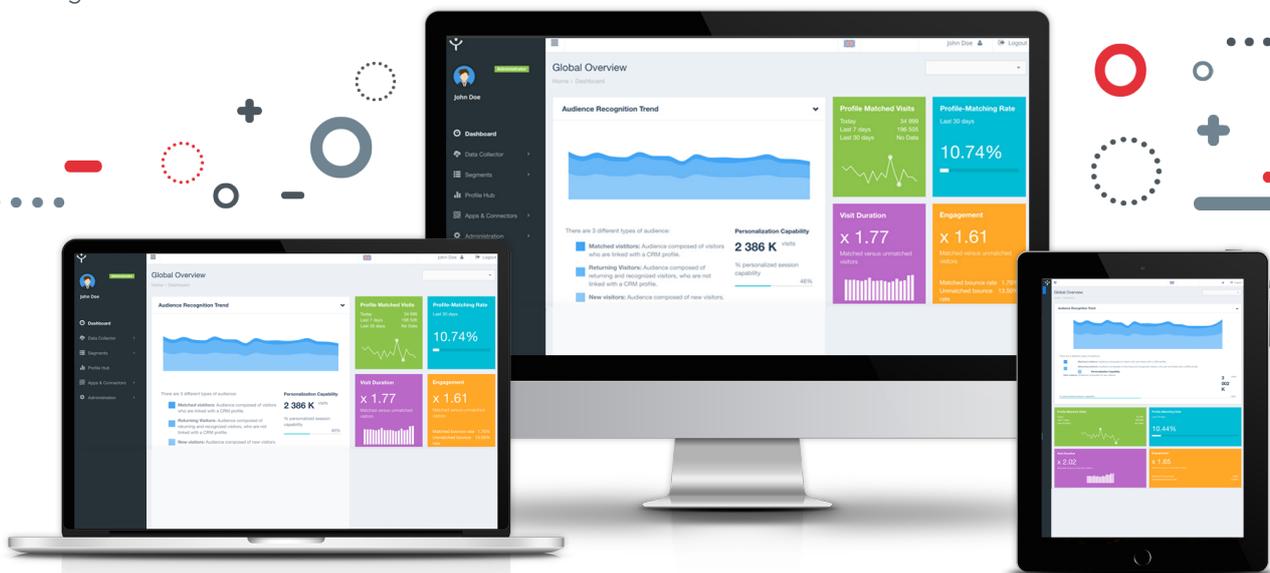
However, to lift the customer experience and drive sales in an omni-channel environment, marketers must go further. To support the omni-channel customer journeys of today and tomorrow, they must unify online and offline channels and enable consistency between inbound and outbound interactions.

Ysance bridges this gap.

Power True Omni-Channel Performance

Ysance gives marketing teams the ability to recognize and qualify an unprecedented share of their audience. They can then engage individuals consistently in meaningful personalized interactions, whether they be outbound or inbound, online or in-store.

Ysance offers connectivity with leading data enrichment and onboarding services, exclusive audience qualification capabilities founded in data science, and deep connectors with the world's leading marketing solutions.





Audience Qualification – Reinvented

Ysance is exclusively able to use behavior and available geo-data to reliably classify visitors and app users based on the benchmark Experian Mosaic® consumer classification system.

This is something an Ysance customer, a large grocery retailer, is using with immense success. The retail giant is able to personalize over 80% of its web sessions per Experian Mosaic attributes; This is enabling it to present visitors with an online experience that matches their offline shopping habits and aspirations.

Because demographic segmentation is highly meaningful to its customers, the retailer is seeing a significant uplift in its online sales.

Notable benefits include:

- Optimized media strategies that acquire more buyers with desired traits at a lower cost.
- Inbound/Outbound fusion with personalized engagement of anonymous audiences on near par with one-to-one email strategies.
- Superior conversion rates on inbound web and mobile channels.
- Unique deterministic tracking of Online-to-Offline (O2O) conversions.
- Accurate store-level sales forecasts proven to boost revenue and cut inventory costs.
- Improved email campaign performance leveraging digital behaviors and attributes of individuals.

Superior People Recognition

Ysance is built around an industry-unique Omni-Channel ID and boasts an identity resolution engine that can find an unrivaled number of customer matches in your digital audience. It is unique in that it uses strictly deterministic methods.

Typical match rates range between 20 to 35% of all visitor sessions.

Smarter Data Onboarding

Expand addressability thanks to deep integration with LiveRamp, the worldwide leader in data onboarding.

Simply define a segment. Transparently, you receive additional matching visitor IDs from LiveRamp's global audience database. These visitor IDs are genuine customer matches and members of your custom segment.

This technique can boost match rates from 35 to 55% of visitor sessions.

Get A Handle on your Anonymous Audience

While alternative systems take an all-or-nothing approach to qualifying individuals, Ysance leverages exclusive machine learning capabilities to reliably qualify visitors.

Ysance also enables you to expand the size of target segments using lookalike modeling techniques.

The result? You can consistently engage up to 85% of your otherwise anonymous audience. It's like your visitors are already wearing name tags and badges!

Address your Fullest Audience using the Attributes that Mean the Most to You

Your marketing is unique, and so are your qualification and segmentation needs.

With Ysance you can combine our exclusive People Recognition methods to address an unprecedented share of your online audience using the criteria you know will drive response. Examples include:

- All your existing customer and audience segmentations.
- Social media attributes, 3rd-party database appends, lifestyle and demographic insight.
- Inferred product interest, propensity to revisit, or likelihood of completing their purchase in store.
- In-funnel for the online or offline purchase of one of your products.



Get to Know your Customers in the Analytics Package of Your Choice

Explore your full set of people data to understand audience size and composition, to gain online-offline behavioral insight, and to identify new opportunities.

Ysance is tightly integrated with leading analytics solutions including Tableau Software, Qlik and SAS.

Because all response data is continuously fed back into Ysance, you can also use the same analytics environment to continuously measure effectiveness and identify areas for optimization.

Best-in-Class Marketing Attribution and Cross-Channel Optimization

Ysance's clean, comprehensive, and qualified people data enhances the capabilities of Cross-Channel Marketing Attribution packages.

Adjust your media mix to acquire your most desirable segments, including those valuable customers who initiate their purchases online and finish them offline. Gain a unified view of the full customer journey including offline channels. Assess the true contribution and role of your marketing channels.

Support O2O Strategies with Exclusive Omni-Channel Tracking and Insight

The Ysance Omni-Commerce Dashboard leverages machine learning and geo-location algorithms to predict in-store sales.

Demonstrated benefits include quantifiable growth in in-store revenue as well as cost savings thanks to a leaner supply chain. Stock up with just the right amount of the right products in the right locations as effectively as the best online retailers.

Mix and Match. Extend and Connect

Connect with leading marketing solutions and data providers thanks to the Ysance Marketing Exchange, which is also home to a growing library of data science apps.

Audience enrichment, audience extension, onboarding, analytics, media optimization, conversion optimization, campaign management, and connectivity with the world's leading advertising networks and services - you can find it all here.

Privacy by Design

Ysance is a fervent defender of data privacy. It is a value we uphold for our own clients and all their customers. We do not combine or sell customer data. Your data belongs strictly to you, under your control.

Ysance does not store any personally identifiable information. Individuals are known internally by an anonymous Omni-Channel ID and their corresponding anonymous third-party IDs.

Ysance's privacy engine continuously captures and propagates privacy choices across your marketing solutions (including email and fine-grained cookie tracking consent).

Put Your People Data in Action

Design and orchestrate the segments you want to activate or exclude based on a complete, live view of your people data. Profiles and dynamic segments are continuously updated to ensure true consistency across channels and fine control over marketing pressure.

Test-and-learn iterations are easy so you can quickly zero in on what is most effective for you.

Ysance supports advanced inbound engagement strategies thanks to an open and fully-documented API. For real-time personalization and product recommendations it can return full profile and segment information for any given individual in under 30 milliseconds.

To Learn More

To learn more or to request a demo, visit www.ysance.com or talk to a customer representative today.

