

What is Boxever™ OneView

Boxever™ OneView is a Customer Data Platform which connects all your customer data in real-time into a singular, contextual Guest Profile. OneView consumes data from all customer channels including marketing, commerce, service and operational. It powers all activity in Engage and Explore.




A CDP is worth investigating if your organisation:

- Has a trove of customer data, contact information, purchase history and cross-device logins
- Wants to model and activate that data through personalised multichannel experiences
- Is not interested in or already has a DMP for third-party data integration and programmatic media
- Has multiple point execution tools that are not easily integrated
- Wants more control than a CRM system provides

What do our customers do with Boxever™ OneView?

- Generate audiences based on all of their 1st party data including customer, behaviours & transactions
- Sync audiences to social, paid media networks or email or campaign tools
- Blend their online & offline data
- Create a profile per customer using our ID Resolution capability
- Enable an omni channel customer experience
- Analyse the entire customer journey
- Provide 1:1 customer level data to a Decisioning capability to provide Offers or Recommendations

QUOTES:

"The path forward for marketers achieving adtech and martech convergence centers on the consolidation of customer data to drive cohesive insights and engagement across touchpoints and devices."

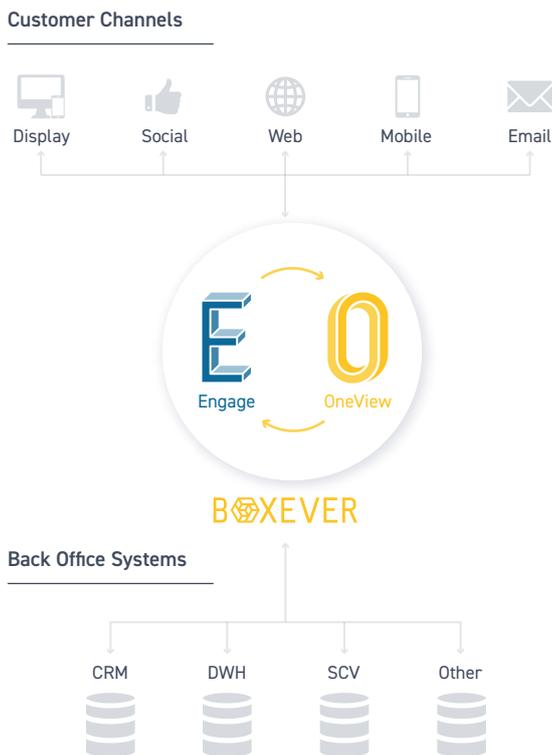
- Forrester Report: a Custom Technology Adoption Profile
-May 2017

"From Day 1, Cebu Pacific has always been focused on providing our customers with innovative offerings they actually want. Now Boxever is allowing us to take that a step further. By personalising the online experience based on this intelligence, we have been able to drive conversion and realise a 100% ROI in just 4 weeks."

- Candace A. Lyog, Vice President,
Marketing and Distribution,
Cebu Pacific Air



Where does it fit in my Marketing Stack?



Why do I need OneView?

- You have lots of customer data, but it's stored in slow moving or inaccessible databases, meaning you can't innovate and activate without months of work.
- You don't have a single place where you can join up behavioural (online), CRM and transactional (offline) data, meaning anytime you see a customer you never see the whole story.
- You want to offer a better customer experience, but with your scale, this is difficult.
- You are seeing your Paid Media spend rising rapidly, but are unable to use your own data to do better centralised targeting across all your paid media channels.
- You are doing great Segmentation, but you are doing it in multiple channels, each with unwanted nuances and limitations.
- You have reached the limit of capability with your DMP and want to do more.

FEATURES

Identity Resolution

Boxever instantly creates Guest Profiles in batch from historical, transactional or behavioural customer data, in real-time for every single customer, previously known or not. Using secure "PII" (Personally Identifiable Information), Intelligent ID performs a deterministic match to previously created Guest Profiles to bring visibility across all your systems and channels.

Audience Sync

Seamlessly connect to Ad networks, social media, email and more. Boxever's Customer Data Platform can conduct an Audience Sync to email management systems (e.g. Oracle Responsys, SFMC, IBM Unica. and paid media systems (e.g. Facebook, Google Ads or Doubleclick) to conduct classic marketing campaigns such as advertising via pay-per click (PPC).

Smart Scores

Boxever scores all of your customers by creating individual classifications for each Guest Profile. Classifications are achieved by adding scores derived from data science modelling and predict the best time to interact, likelihood to buy, lifetime value - that are common across other similar-looking profiles and that are actionable by you, the marketer.

Segmentation

Discover and explore your audiences across all customer datasets. Each Guest Profile is (re)classified every 24 hours when Boxever processes iterate over your entire dataset. Segments can be defined by you, with the Boxever system processing, evaluating and interpreting new data to determine segment eligibility. Marketing segments are refreshed. Every customer is associated with the correct segments - resulting in more strategic, relevant and effective campaigns.