

Develop Comprehensive Insights on Prospects and Customers with a Virtual CRM



Every brand can create or extend their customer intelligence with a vCRM

Build a holistic, cross-channel view of your customers, and put those profiles to work to generate longitudinal insights and maximize customer lifetime value. Create a foundation of customer and competitor intelligence with third-party attributes and join with any available first-party data.



Answer Major Questions

- Who is your customer?
- Who is buying your competitor's products?
- Who are your potential customers?



Upgrade Your Data Strategy

- Create a powerful foundation in your data strategy in order to analyze, target, and measure prospective and current customers
- Conquest your competitors' customers



Widely Accessible

- A virtual CRM does not require an offline CRM
- Depending on the use case need, your customer and competitive intelligence can be built with little resourcing

Unlock the true potential of unifying offline and online customer interactions

Timeline of Customer Lifecycle



Develop Comprehensive Insights on Prospects and Customers with a Virtual CRM



Create the Foundation of Your vCRM with Third-Party Data

Population



Demographics



Your Customers or Competitors' Customers



Transaction and Location



Layered Insights



Intent, Psychographic, Lifestyle, and Interests

How to Take Action with This Data?

Augment > Activate > Measure > Analyze > Repeat



vCRM for Activation

Overlap with first-party data and then activate across social, programmatic, and advanced TV.



vCRM for Measurement

Programmatic impression logs for measurement.
Match impression logs to third-party data.



vCRM for Data Science

Predictive analytics and modeling for activation.