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
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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.

Reach out to your LiveRamp rep or DataMarketplace@liveramp.com for vCRM consultation