Customer data management

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Planning & Audit

Provide an audit report on how data is being collected through tags, pixels, forms, routers, etc. Detail data planning on how to most efficient data collection, storage, analysis on insight of Customer Portrait and Customer Journey, and activation plan through media campaign.

Data Collection

Online anonymous data: Cookie, MAID
  Declared data: Name, email, phone Offline location data: Device ID

Data Insight

Customer Profile (Default & Customized Personal): Demographic, Geographic, Device & Interest/Behavior, Income

Data Activation

Select the desire set of data insight to activate personalize message on multi-channels