

## AUDIENCE ACTIVATION ASSESSMENT

**Let us assemble, aggregate, and activate your data within Allant's Audience Management Platform (AMP+)**

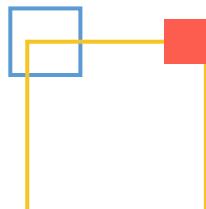
Throughout Allant's Audience Activation Assessment, brands are able to evaluate how easy AMP+ ingests their data and harmonizes multiple data sources to streamline data analysis and orchestration. The assessment gives brands the opportunity to enhance their data with Allant's industry-specific aggregate audience data of more than 250M U.S. customers. Underpinned by a hyper-fast query engine, the assessment will illustrate how quickly AMP+ delivers detailed, insights and visualizations specific to a brand's customers. But don't take our word for it – Allant will provide speed and efficiency benchmarks generated for comparison purposes to prove how well our end-to-end analytics customer data platform, AMP+, stacks up against a brand's current processes.

### You are in the driver's seat

Brands are encouraged to ask the five most difficult questions their data may be struggling to answer. Allant then arranges a collaborative exploration of the brand's data in an initial discovery call and ensures alignment and continuity through the assessment in weekly update calls thereafter. The Audience Activation Assessment takes two to three weeks from the receipt and validation of the brand's data.

Results from Allant's Audience Activation Assessment can then be used to inform:

- Advertising performance
- Journey mapping
- Value-based analysis and measurement
- Testing and targeting options:
  - Frequency, reach, timing
  - Cross-channel
  - Content vs promotion vs combined
  - Offer or incentive type
  - Welcome, activation, re-activation



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Allant's Audience Activation Assessment can deliver new insights in these areas:

- Prospect conversion and customer attrition
- Journey opportunities and data acquisition options
- Channel preferences, market, and opportunity sizing and prioritization
- Audience expansion opportunities
- Targeting recommendations by media type and associated reach
- Dashboard creation and distribution options

### What we'll need to get started

- A file of 5-10 million randomly selected active and inactive customers / subscribers
- First and last names, full mailing address, telephone, email address
- Applicable demographics currently managed on your customers, which may include:
  - Age, Gender, Marital Status
  - Presence of Children, Home Ownership, Household Income
- For Inactive members, the file should include members from beginning of inactive status through 36 months of inactivity
- Primary Key assigned and defined
- Associated data element dictionary
- All behavior, response, and purchase data for the past 36 months including: open, click, redemption/conversion data for all tracked channels (Email, SMS, Display, Push App, Direct Mail, In-Store POS, eCommerce, etc.)
- Current dashboard examples

*All data coming to Allant will be accepted via SFTP and, upon the completion of the Allant Audience Activation Assessment, the data will be returned to the brand or destroyed within 10 business days of completion of analysis unless alternatives are agreed to by both parties in writing.*

