

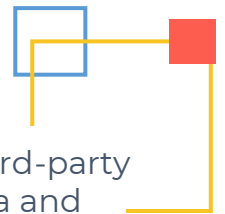


AUDIENCE ENGAGEMENT CONSOLE

Drive Mutually Beneficial Experiences

We believe earned, consented data is the currency for building long-term, trust-based relationships between consumers and brands. Because this data is shared directly by consumers, it goes far beyond clickstream and other traditional, less transparent data sources. By creating mutually beneficial digital experiences, consumers can define their own value exchange. This exchange provides a derived set of rich, actionable, and fully consented data fostering future adaptive and progressive interactions specifically based on consumer-defined need, motivation, and preference.

A Consumer Data Acquisition & Audience Engagement Solution



With the continued onset of privacy regulations and proposed changes to third-party data usage and tracking, organizations need to establish trust to capture data and gain permission to deploy it. Allant's Audience Engagement Console utilizes gamification techniques and comprehensive strategic services to develop a cycle of achievement and reward, while capturing consented data, thus providing consumers the ability to maximize control of their experiences and encourage transparent future engagement.

Allant's Audience Engagement Console builds strategies around relationships instead of transactions. This unique approach:

- ⇒ Drives revenue growth
- ⇒ Improves decision making
- ⇒ Eliminates assumptions
- ⇒ Builds a 1st party database
- ⇒ Promotes consumer centricity
- ⇒ Improves marketing outcomes
- ⇒ Fosters brand loyalty
- ⇒ Boosts descriptive and attitudinal data



AUDIENCE ENGAGEMENT CONSOLE – USE CASES

Allant's Audience Engagement Console creates digital experiences that earn consented data by design, while providing a fair value exchange to customers in a way that creates previously unachievable levels of engagement, consumer insight, repeat interactions, and data quality.



REVENUE GROWTH

- Increase sales per customer
- Improve audience targeting profiles for acquisition programs
- Reduce customer attrition rates
- Reactivate lapsed customers
- Determine predictive attributes for optimizing revenue outcomes

CONSENTED DATA CAPTURE

- De-risk privacy regulation with modern approaches to subscription and preference management
- Reduce or eliminate dependency on 3rd party data
- Get better use of the data assets you already have
- Create defensible differentiation with strategically built data assets and enhanced brand loyalty
- Improve ROI of existing technology investments with access to broader sets of consented data

CONVERSION OPTIMIZATION

- Reduce your cost per acquisition
- Speed up A/B testing
- Improve conversion rates
- Cost optimization and efficiency

KNOW YOUR AUDIENCE

- Build around your audience and not the channel
- Eliminate the need for modeled data
- Improve data accuracy
- Reveal personalization opportunities

ONBOARDING & EDUCATION

- Drive direct feedback to provide personalized experiences
- Understand what's important to your audience and deliver on that value
- Improve acquisition value to repeat engagement
- Foster brand loyalty with increased knowledge retention and relevance

