



DATA THAT MAKES YOU MORE HUMAN

Welcome to the next generation of self-learning predictive marketing.

IGNITION

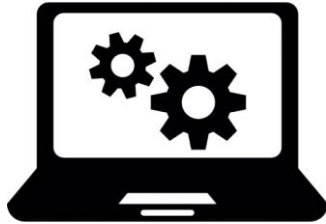
Ai

Delivering actionable SCVs

Across verticals, from basic to advanced

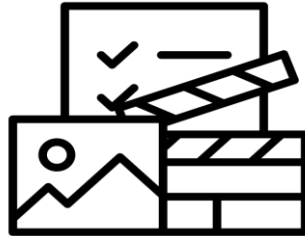
We deliver against 3 key areas:

DATA INTEGRATION



SCV ids across digital and physical channels
Live ETL processes, security, data protection

INSIGHT



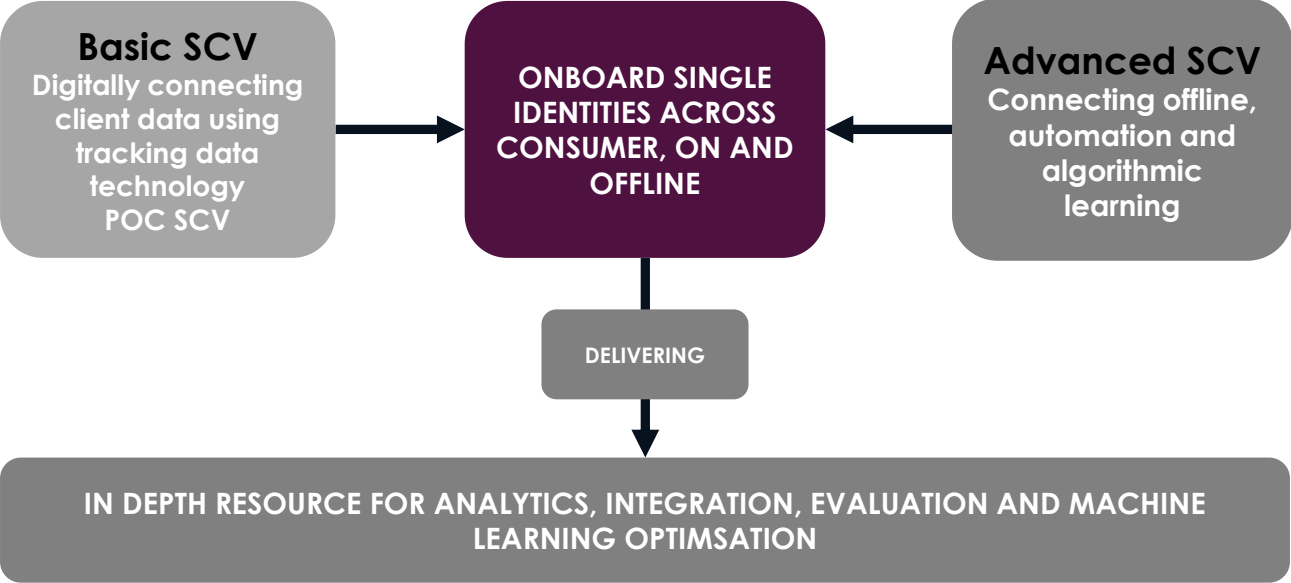
Wired, real time tracking data tech
Predictive analytics and machine learning methodologies.

ACTIVATION

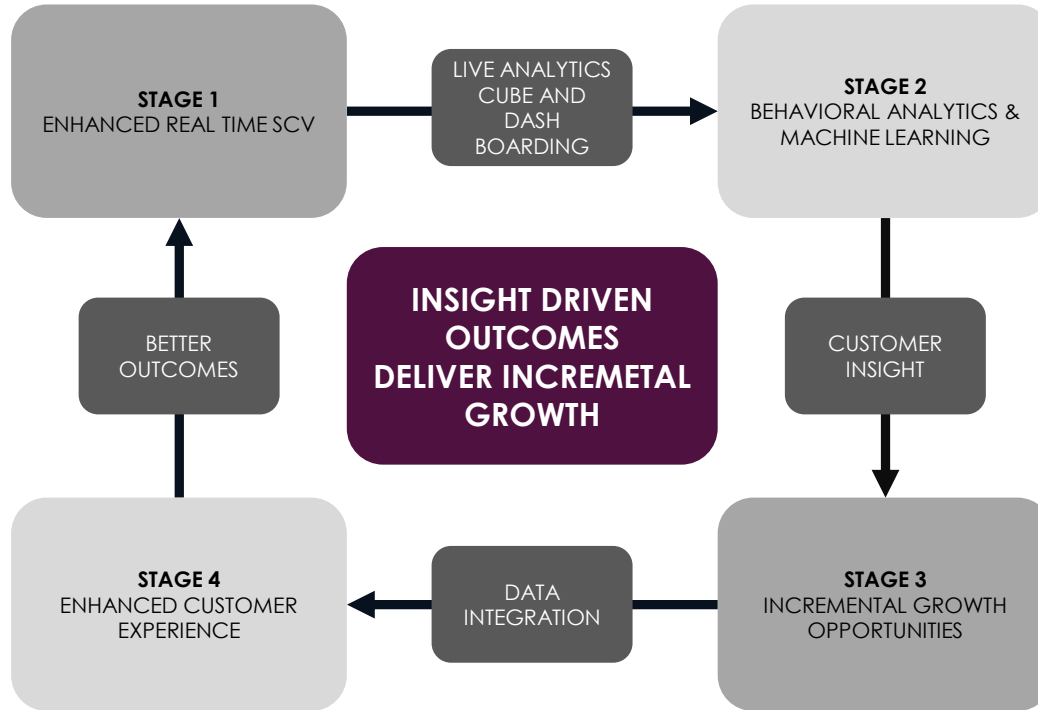


We know how to put data to work across your organisation to deliver results

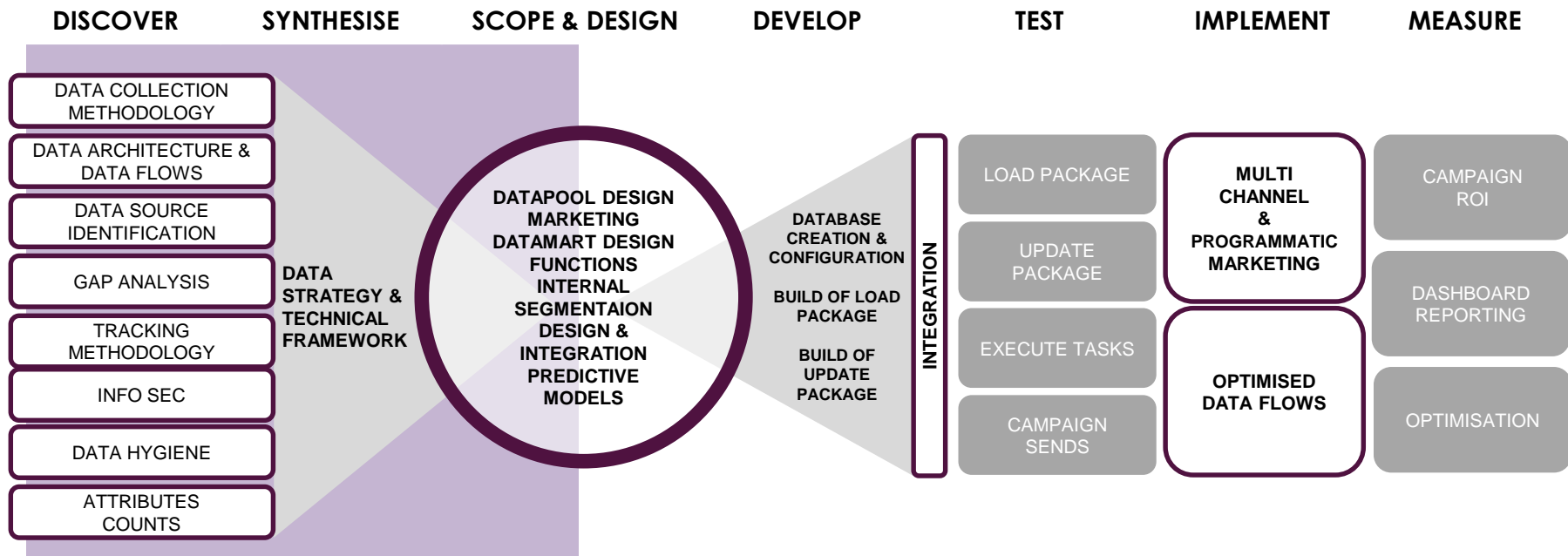
To do this we capture, organise and unify all data points



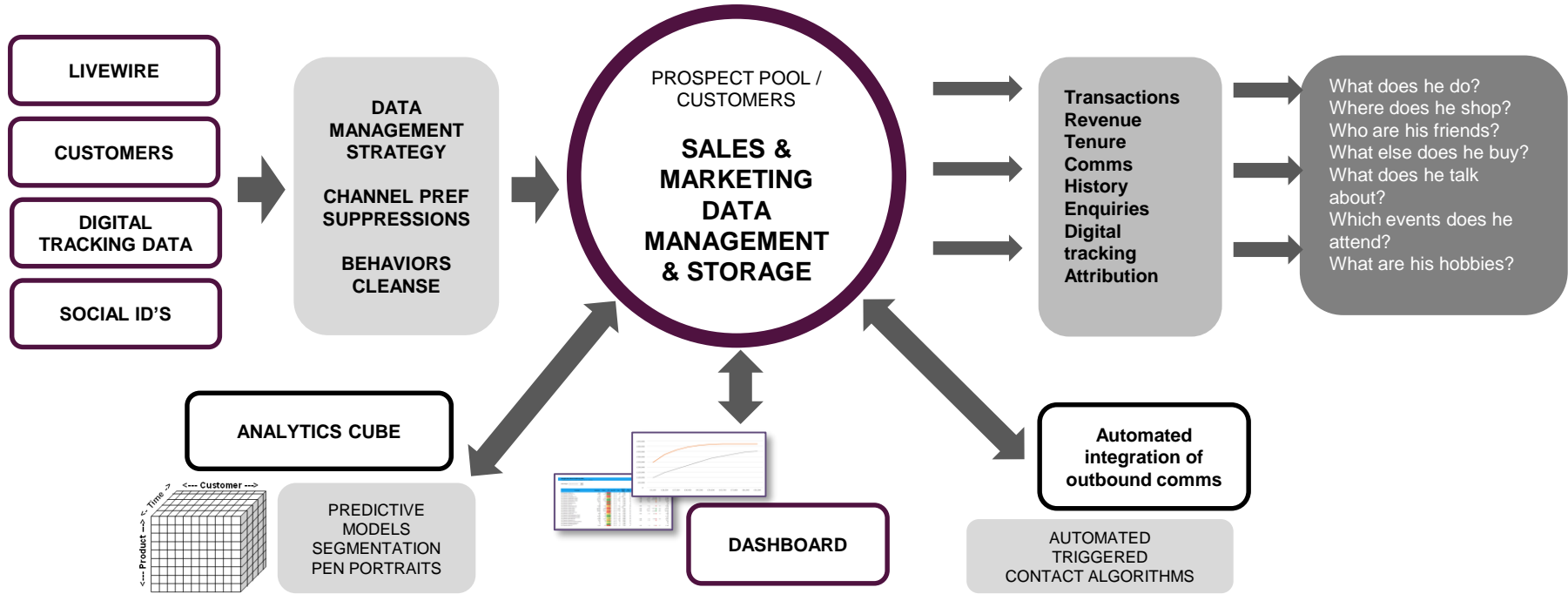
Our approach to delivering a data driven capability:



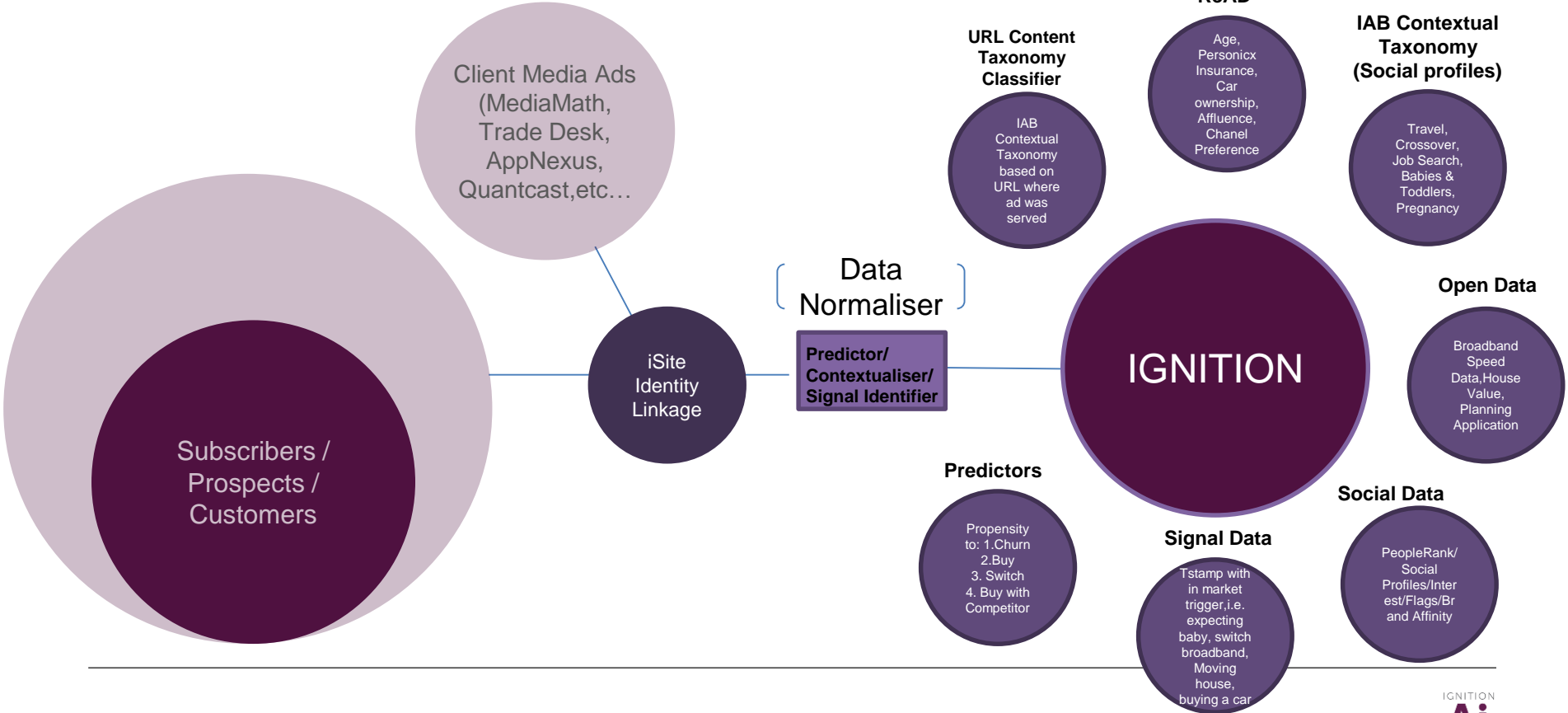
The Ignition Ai framework to building automation - all starts with discovery



Our approach to creating the SCV and actionable automated insights



Key Principles



Case Studies - Delivering actionable SCVs

Niche holiday company – basic

FCA compliant FS company - advanced

Building a SCV for a niche holiday company: (basic)

Business Challenge:

Multiple different systems, with many disparate data sources.
No prioritisation of leads or understanding of lead value.

The solution

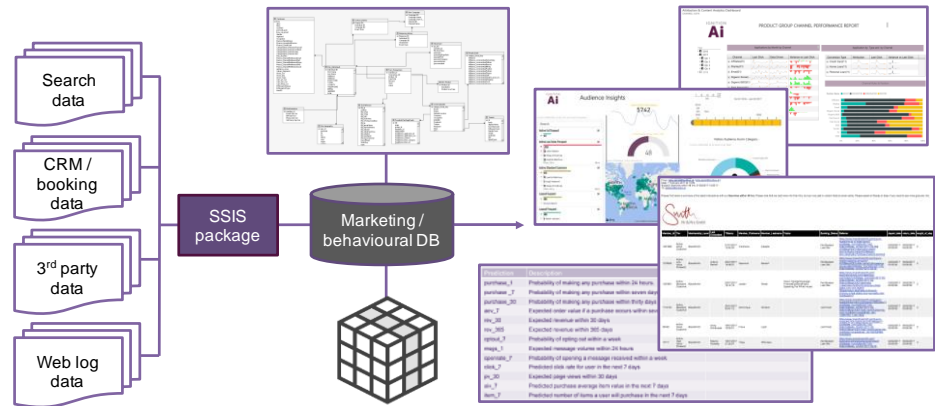
We created a single customer view, by placing the iSite tag across the website and digital assets, and combining the data sources with our third party data using a Global ID. This live and unified data source enabled predicted models to be build for identification and prioritisation of prospect leads.

Ouputs:

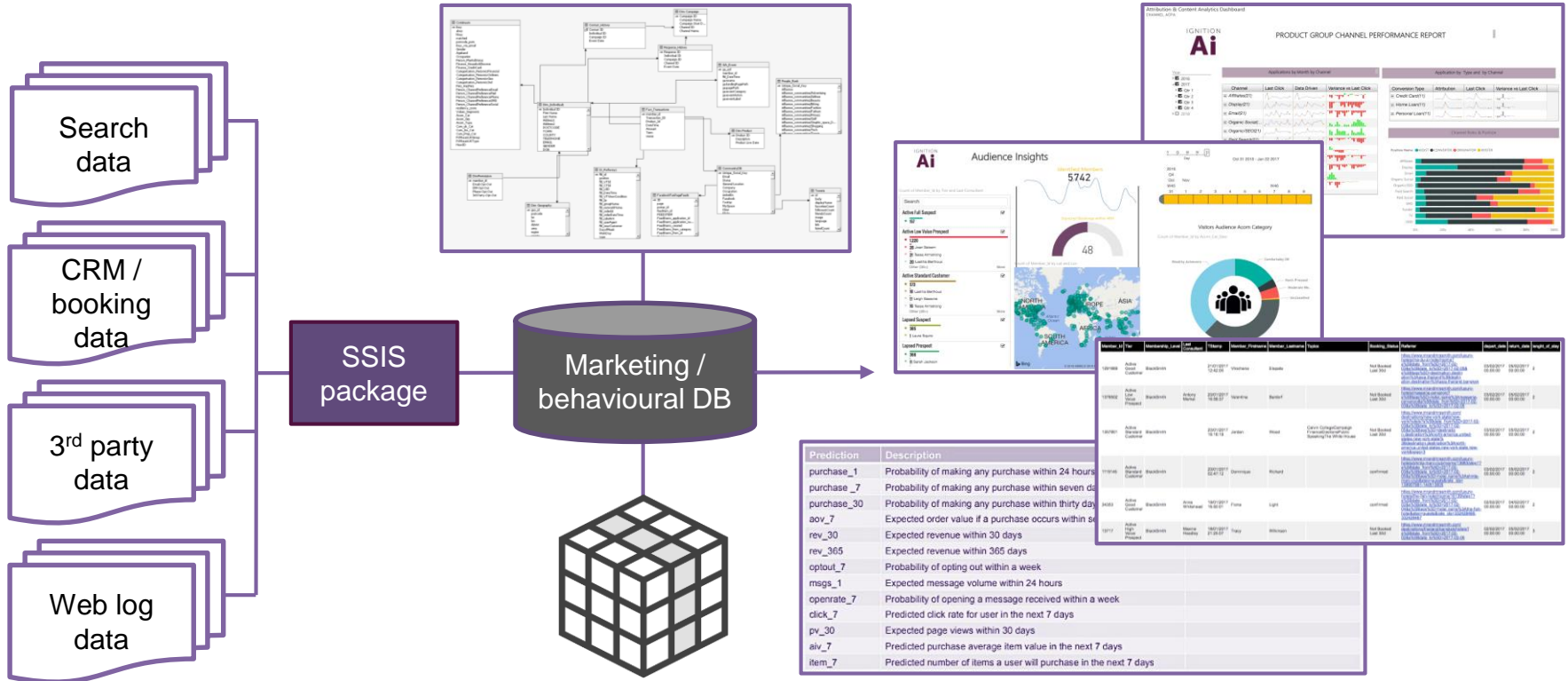
- CRM integration
- Measurement, value of content and customers/prospects
- Email alerts (to consultants / call centre) with high value leads
- Trigger emails to consumers (tailored based on historic and predicted behaviour. Including personalised email.

Results (first 3 months):

- Over £1.8 million saved per month in lost revenue
- CPC reduced by 25%
- Double marketing performance due to insight and optimisation and declare their first ever profit year since launch.



Building a SCV for a niche holiday company:



Building a secure FCA compliant database for a FS company (advanced)

The Business Challenge

A fully automated and scalable SCV, integrated with its CMS and complied with data protection and FCA regulations. The system had to be mapped to Exact Target with multiple push and pull external data source suppliers. Including CallCredit to suppress prospects and DataMart to run queries and to run post campaign analysis.

Our Solution

The system automatically filtered clients and prospects, triggering emails to a predefined list of people and suppressing flagged files on a daily basis.

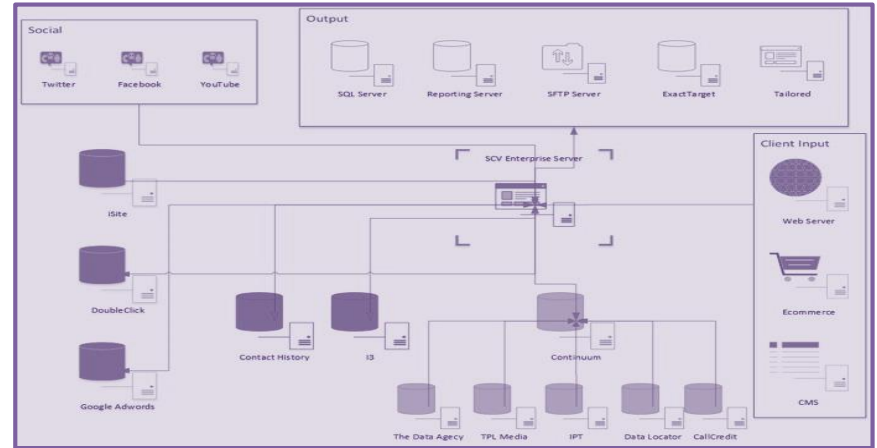
With a predictive model running on load and a summary report shared with the client after each successful upload to Exact Target, with customer and prospects counts emailed by the system.

Outputs:

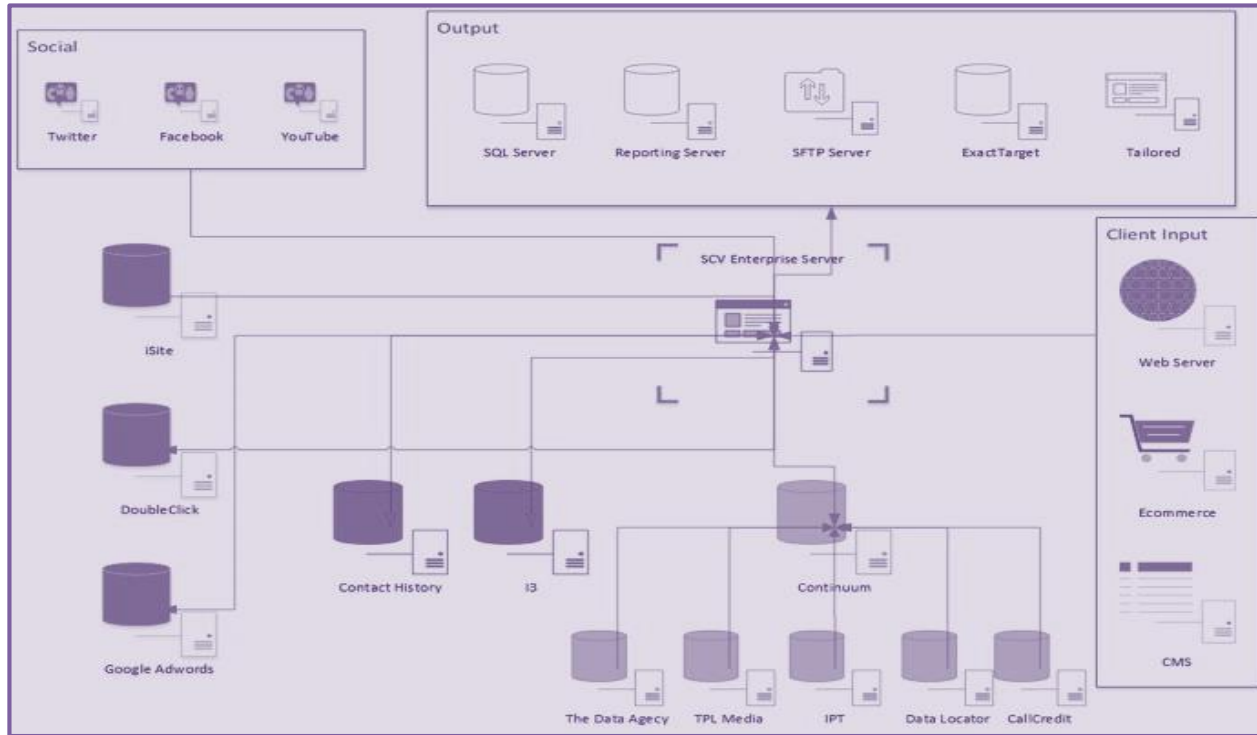
- Creation of the SCV system to process 13 million records a day.
- An automatic update directly into Salesforce via API daily.
- A daily 'as it was' historical view of the database saved daily.

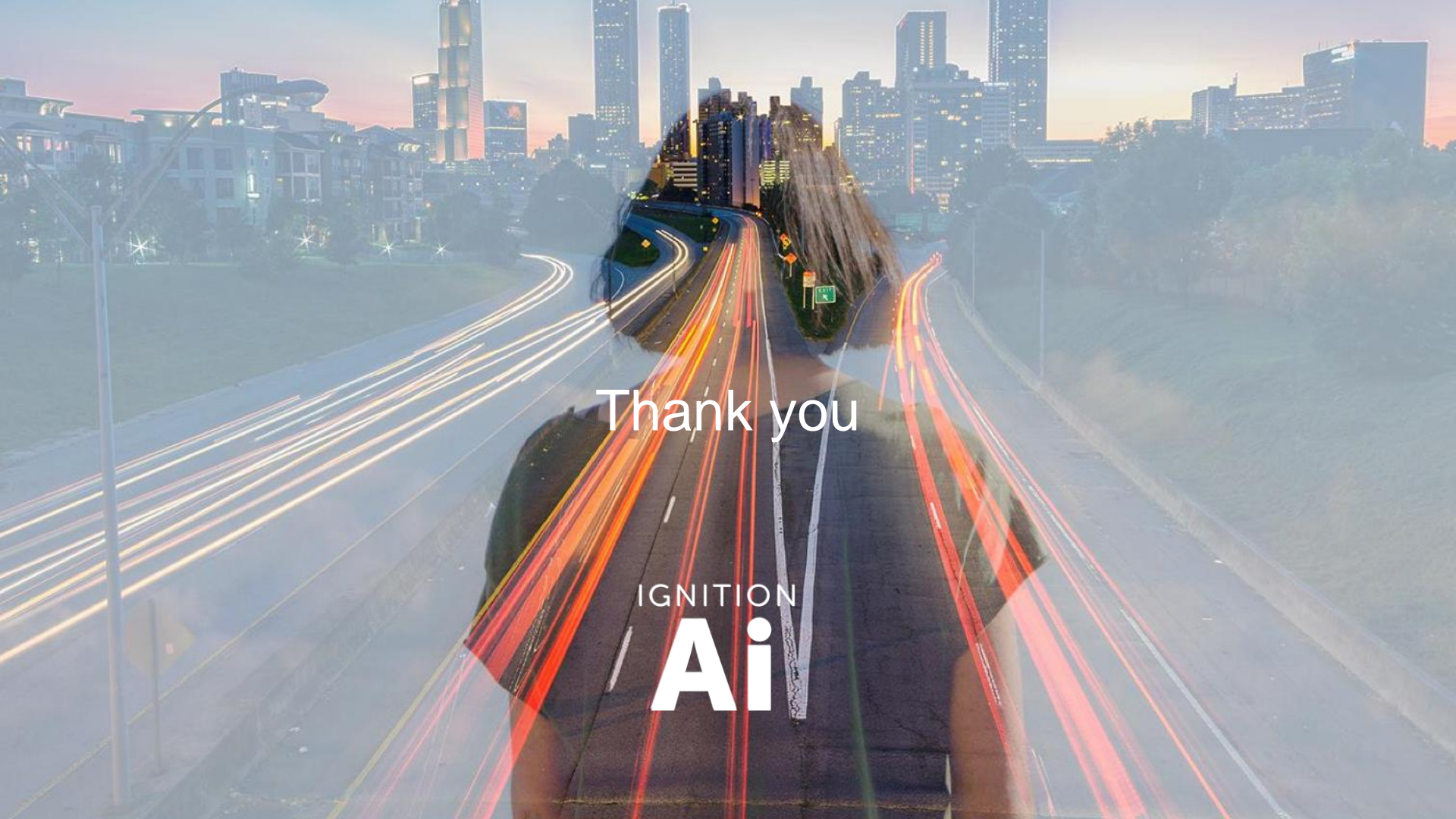
Results

- A secure and reliable FCA compliant SCV system allowed for the processing of millions of records a day. Uploading predefined campaigns based on rules driven by compliance and marketing, ensuring savings in man hours, efficiencies, and fines from non-compliance.



Building a secure FCA compliant database for a FS company (advanced)





Thank you

IGNITION

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