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# TargetOne

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TargetOne transforms how CPG brands engage with shoppers by enabling them to leverage data from opt-ins, social media, online and retail transactions to execute targeted multi-channel personalized marketing campaigns.

TargetOne provides out of the box campaign execution, list management, data management, social crawlers and connectors which allow brand managers and marketers to:

- Enrich shopper data from all available digital consumer connect medium
- Micro-segment shoppers based on campaign objectives
- Execute multi-channel planned and triggered campaigns



## Incremental Insights from Every Consumer Connect Program

TargetOne addresses the need for shopper data for engagement by incrementally enriching the data that CPG brands have with insights from consumer connect programs using social media, opt-ins, web behavior, app behavior or retail transactions.

**For brands with only Opt-in programs:** CPG brands that only have shopper data when they sign up for newsletters or campaigns can now engage with relevance using TargetOne. TargetOne with its social crawler can augment the demographic data with insights about preferences and affinities expressed in social media. Brand managers and marketers can use these rich insights about shoppers to engage them with relevant promotions to drive awareness and adoption.

**For brands with Opt-in and Social Media programs:** With TargetOne CPG brands can leverage social media data to recognize influence of subscribers and analyze marketing campaign response data to identify highly engaged subscribers. Brand managers and marketers can engage these influencers and engaged subscribers for driving adoption and advocacy for new products.

**For brands with Opt-in, Social and Ecommerce programs:** TargetOne consumes click-stream data from web properties and promotion responses to recognize purchase intent of shoppers early. With TargetOne these shoppers who have shown purchase intent can be sent promotions that accelerate the path to purchase.

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## A Single Solution for all Consumer Connect tasks

TargetOne provides brand managers and marketers all the tools needed to quickly and easily execute multi-channel campaigns in minutes.

**Target shoppers based on campaign objectives:** Easily micro-segment shoppers based on behavior, preferences, demographics, influence, affinity, loyalty, purchase stage and channel. Execute multi-channel promotions on Email, Web, Mobile App, Text Messaging and Social Media.

**Personalize communications based on preferences:** Leverage insights from Demographics, Web Behavior, Social Media Engagement, Mobile App Usage, Past Promotion Responses to match promotions and messages to shoppers' preferences and needs.

**Enrich shopper data from various channels:** Incrementally aggregate insights from promotion engagement, click-stream, social crawl, app behavior, web purchase behavior to create holistic shopper profiles.

**Automate campaigns based on time and activity:** Create and schedule periodic and event based promotions for life-event wishes, newsletters, welcome emails and seasonal promotions. Setup triggered promotions on your web store and mobile app to listen for specific customer behavior and respond with suitable pre-determined or recommendation engine driven promotional messages.

**Measure and Analyze marketing performance:** Track campaign engagement like open, click, save, share, like, redeem for every promotion sent over email, mobile app and online and quantify effectiveness of promotions and channels.

## Execute Innovative Marketing Programs



### Test Marketing

Convert opt-ins and followers into a profiled panel to refine marketing



### New Product Intro

Market to early adopters and influencers to drive product adoption



### Awareness

Drive awareness of messages with targeted communication



### Branding

Consistently communicate with loyalists with relevant messages

### About Manthan

Manthan is the Chief Analytics Officer for consumer industries worldwide. Manthan's portfolio of analytics-enabled business applications, advanced analytics platforms and solutions are architected to help users across industries walk the complete data-to-result path - analyze, take guided decisions and execute these decisions real-time. Sophisticated, yet intuitive analytical capability coupled with the power of big data, mobility and cloud computing, brings users business-ready applications that provide on-demand access and real-time execution - the only path to profit in a contemporary, on-demand and connected economy. Manthan is one of the most awarded analytics innovators among analysts and customers alike. To see how your business can gain from analytics, visit [www.manthan.com](http://www.manthan.com).