KNOW YOUR CUSTOMERS TO SERVE THEM, WITH LYTICS CUSTOMER DATA PLATFORM

Lytics enables you to reconnect with your customers and have meaningful conversations, in the channels they prefer, using the marketing tools you already have. Powered by always-on customer data and machine learning, the Lytics platform helps you know each customer deeply, and make them feel understood. From easy to use web personalization templates to intelligently orchestrated cross-channel marketing campaigns, Lytics powers the experiences you create for your customers, leveraging your existing channel tools.

CONNECT CUSTOMER DATA FROM YOUR ALL YOUR FAVORITE TOOLS

Your data is likely scattered in a dozen different tools and databases, making it difficult to know how to treat customers as individuals. Now you can connect all of it into one centralized data hub. Thanks to our robust integrations with all your current tools, data is always streaming into your Lytics customer profiles, as it happens. Lytics resolves your data into a coherent profile for each of your customers, so you can begin marketing to them one-to-one, right away.

Using our identity resolution capabilities, you can see your customer as the individual that they are. Lytics stores all your customer data in an identity graph, where all the knowledge you have about an individual is linked together. It stays connected to all your data sources so the graph is updated on-the-fly as new knowledge streams in. This enables you to keep progressive profiles on every visitor, over time and across every moment of engagement, whether they are unknown website visitors or highly engaged customers in real life or online.

See your customer as the individual they are, through an always-on, progressive user profile.

## AUTOMATICALLY ENRICH CUSTOMER PROFILES WITH MACHINE LEARNING

What makes Lytics stand out is our rich application of machine learning. Lytics' provides a collection of behavioral scores out-of-the-box that identify specific aspects of customer behavior, like momentum, intensity and frequency, allowing you to improve the level of relevance in your marketing campaigns. We've also pre-packaged these behavioral scores into useful, consumable, and actionable behavioral segments, such as power users, binge users and at-risk customers.

Lytics also applies data science to all of your marketing content, automatically reading and categorizing your web pages, articles, images and videos into topics. Lytics' natural language process (NLP) engine understands what your content is about, and applies that knowledge every time a customer interacts. By marrying content affinity to user behavior, you instantly know what topics and subjects your customer is interested in, without complex management or endless tagging efforts. This puts the power of machine learning to work

to enhance customer profiles for deeper, richer knowledge, down to the individual level. Our platform continuously uncovers relevant insights about your customers and you can use these insights to create better experiences for each of them. You can build segments based on a combination of demographic, behavioral and data science based models. These audiences dynamically adapt as each customer engages across all your channels, so it is always available in real-time or marketing campaigns.

Already have an in-house data science team that developed predictive models? Lytics can quickly turn those models into active campaigns. Onboard your data science scores and use all of your deep learning, coupled with everything Lytics already knows about your customers to gain even deeper knowledge of your customers. Get an instant edge for improved marketing results.

Lytics uses built-in machine learning to provide actionable segments based on customer behaviors.
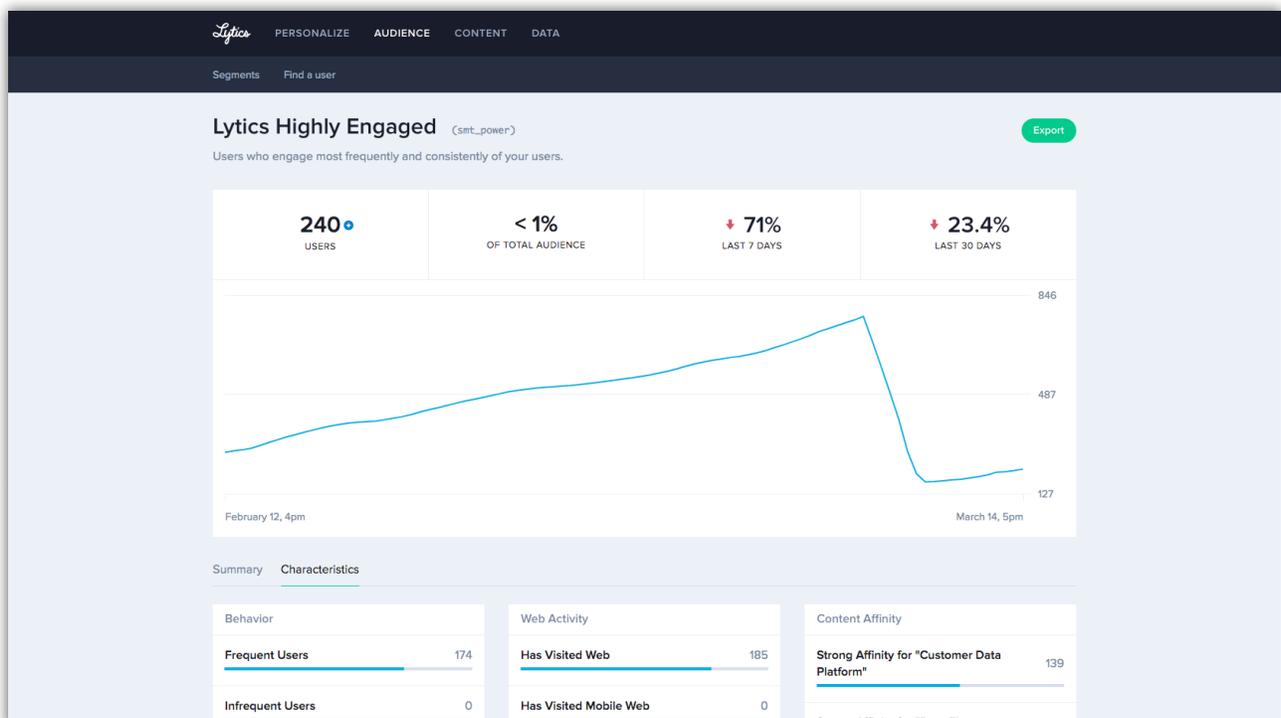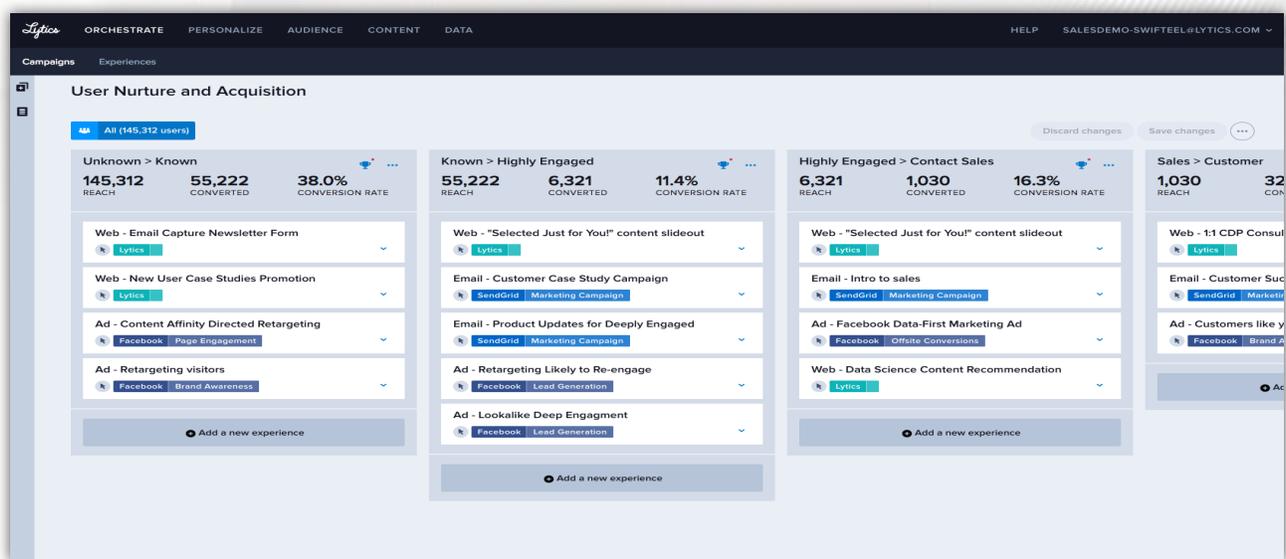
ORCHESTRATE YOUR CUSTOMERS' EXPERIENCE

With Lytics, marketers can focus on strategy, planning and tactics instead of execution details. You can visually organize your marketing tactics around particular goals, and the Lytics engine will automatically choose the right tactic based on an individual customer's needs. Rather than relying on complex rules and segments to determine which content should go to which people, Lytics automates decisioning for who should get what, when and where through machine learning powered behavioral analysis and affinity to your content.

You can now develop customer journeys with a mix of rules-driven and automated decisioning. Lytics does the hard work automatically, delivering exactly the right message, to the right customer at the right time. Go from manual tasks and guesswork to confidently knowing and serving your customers in the best possible way.

Design customer journeys around particular goals, and let Lytics choose the right tactic based on an individual customer's needs.

HAVE MEANINGFUL CONVERSATIONS WITH YOUR CUSTOMERS

Lytics automatically powers the experiences you create for your customers, using your existing tools. Like all good conversations, Lytics lets you pick up where you left off with each customer, in the place that makes the most sense for them. Whether that's in email, on facebook, the web or another medium, Lytics creates a coherent conversation with your customers that naturally flows and leaves them with the feeling you "get them".

Lytics connectors are bi-directional, allowing data to flow into Lytics, and for Lytics segments to appear in your favorite marketing tool. Build lookalike models in Facebook Business Manager based on a Lytics segment or build a new experiment in Adobe Target based on a specific audience— all backed

by machine learning. Lytics makes all of your marketing tools better and smarter. And since pre-built templates and push-button wizards aren't for everyone, we also offer robust developer-friendly tools for those that prefer the API approach.

A CUSTOMER DATA PLATFORM WITH NO LIMITS

Lytics is engineered for flexibility, scalability and reliability. We leverage cutting edge technologies like Google Bigtable, graph database traversal and a streaming-based data processing architecture to process billions of events daily.

Unlock all your data and make it available within your business, like for your analytics or data science teams. The customer data in Lytics can easily be shared with your data warehouse in the cloud, using best-in-class technologies like Google BigQuery or AWS Redshift. Lytics automates the data collection, connection and resolution process so you can spend more time gaining insights, and less time plumbing data.

Lytics gives you a consolidated dashboard view to see aggregate performance across all of your audiences and marketing channels (web, mobile, email, etc.). This visual dashboard contains real-time data on how your campaigns and content are performing, allowing you to define key sales or marketing goals and track performance as customers move across pre-defined benchmarks.

Our customers have implemented Lytics to handle the most complex enterprise scenarios on the planet. From customer acquisition and retention initiatives to driving increased sales revenue or improving return on advertising spend, brands like Nestlé Purina, Dr. Martens, Heineken and Enterprise Rent-a-Car trust Lytics with their customer data needs.

Get great insights from your customer data, directly in Lytics or by sharing with your own data warehouse solution.