

# proprietary programmatic solutions

## Programmatic CRM

With more and more brands tapping into programmatic and leveraging the power behind it, there is a growing demand audience for **customized programmatic solutions** better aligned to each brands' marketing activities. Rather than asking advertisers to scale their business to match our technology stack, **we offer solutions that are right sized for brands that are growing their programmatic investment.**

### What is Programmatic CRM?

By connecting first-party data from an advertiser's CRM to a programmatic media buy, advertisers can now:

- ▶ **Uncover New Customers:** Find targets that act like your current customers across all marketing channels- increase performance lift over 150%.
- ▶ **Have A Personalized Advertising Experience:** Customize ads using real-time behavior and data points – drive over 50% higher engagement.
- ▶ **Drive Higher Engagement:** Send users to the right pages and actions by pinpointing the user's intent - achieve 6x higher conversion.



Digilant provides customized ad buying solutions and services specially designed for independent agencies and brands that are increasing their programmatic spending. Digilant's automated ad-buying platform, and data science methodologies enable advertisers to uncover new customers by unlocking complex audience and customer data that gives them actionable intelligence across every important media channel. Digilant is an ispDigital Group company. For more information visit us at [www.digilant.com](http://www.digilant.com) or follow us on Twitter @Digilant\_US.

## Digilant's Programmatic CRM

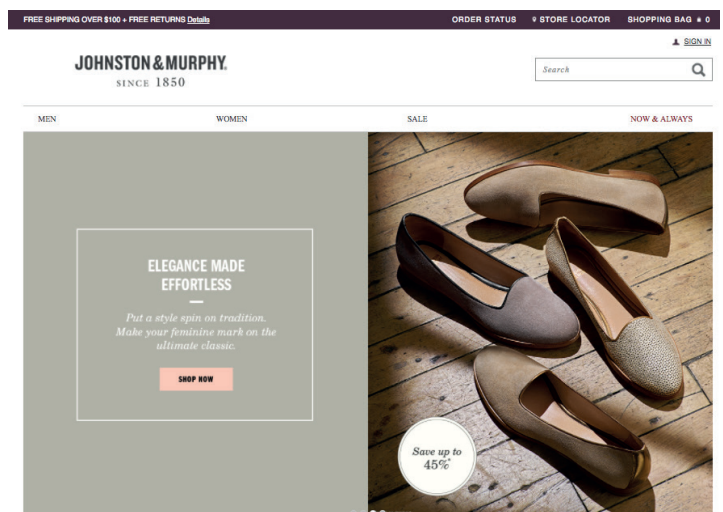
- 1 Manage both CRM data onboarding AND media buying
- 2 One vendor = no additional costs for unnecessary infrastructure and middlemen
- 3 Integrate data quickly and process audiences with minimal data loss
- 4 Audience segments that update with every customer interaction
- 5 End-to-end reporting on engagements and conversions

## Case Study: JOHNSTON & MURPHY

Johnston & Murphy, a quality shoe brand, wanted to capture all online data points from their active customers so that they could understand their media influence on purchase behavior. Using this data they wanted to deliver a more custom and dynamic advertising experience.

### Digilant's solution

- ▶ Using Programmatic CRM we were able to capture all the data points from their website and create dynamic profiles for their customers
- ▶ Report on media attribution and apply those learnings to the advertising creative and optimization



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