Understanding meaningful moments to help brands create connections that matter

“Moment marketing is the ability to take advantage of an event to deliver relevant and related seemingly spontaneous and often fleeting interactions with customers in real-time”

William Grobel, Senior Manager, Deloitte Digital
Snickers more satisfying than Italian
You can still dunk in the dark
At RadiumOne, we are obsessed with Connections That Matter.

Our mission is to connect the consumer signals for brands between their paid, earned, shared and owned channels to drive profitable outcomes.
Understanding consumers starts with listening to them.

In our world, they speak through their online actions.
But there are so many signals..
R1 is the only company that connects consumer signals from your paid, earned, shared and owned channels to find high-value customers.
Consumer-Powered Marketing™

Connections that matter most to your brand
Consumer Journey (Bank client)

Invest with precision at each stage of the journey
Consumer Journey

Campaign Data PAID

Active evaluation

Viewed impressions

Engaged with native content

Clicked on previous campaign

Initial Consideration Set – Many Options

Trigger

Loyalty Loop

Post-purchase experience

Moment of Purchase
Consumer Journey

Customer Data OWNED

Active evaluation

Loyalty Loop

Initial Consideration
Set - Many Options

Trigger

Post-purchase experience

Moment of Purchase

Log in to internet banking on site

Apply for account

Clicking on recommendations on site

Viewing content on site

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Consumer Journey

Sharing Analytics SHARED/EARNED

- Initial Consideration: Set – Many Options
- Trigger
- Active evaluation
  - Viewing shared content
  - Visiting relevant domains & apps
  - Clicking on shared content
  - Re-sharing content already shared through FB, Twitter, etc.
  - Sharing Bank content via sharing widget
- Loyalty Loop
- Post-purchase experience
  - Copying URL of credit card offer and sharing it
  - Copying text description of Bank Credit Card and sharing it
  - Moment of Purchase
  - Sharing Analytics SHARED/EARNED
Consumer Journey

Mobile Analytics MOBILE

Active evaluation

Loyalty Loop

Initial Consideration
Set – Many Options

Trigger

Research CC on app

Logging into app

Viewing content on app

App Installs

Log in to internet banking via app

Post-purchase experience

Moment of Purchase

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Consumer-Powered Marketing™

IDENTIFY
consumer signals from all of your channels and the open web

PREDICT
the marketing actions that will have the most impact

ACTIVATE
connections that matter with accountable investment
### SIGNALS R1 TRACK IN YOUR DIGITAL ECOSYSTEM

<table>
<thead>
<tr>
<th>OWNED</th>
<th>EARNED</th>
<th>SHARED</th>
<th>PAID</th>
<th>PUBLISHER</th>
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<tbody>
<tr>
<td>Website Visits</td>
<td>Views</td>
<td>Views</td>
<td>Views Clicks</td>
<td>Website Visits</td>
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<tr>
<td>On Site Behavior</td>
<td>Shares</td>
<td>Shares Clicks</td>
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<td>In App Activity</td>
<td>Clicks on Shared Content</td>
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<td>Clicks on Shared Content</td>
</tr>
</tbody>
</table>
IDENTIFY

Website and Sharing Analytics

Mobile Analytics
PREDICT

Predict the consumer’s location in their purchasing journey

Score the value of each consumer engagement

Build campaign strategies customized for your brand
PREDICT

The purchase journey

Initial Consideration
Set – Many Options

Clare and her husband decide to buy a new home

Trigger

Clare starts to evaluate different finance options as they have found a house

Moment of purchase

Clare goes with Bank Brand X

resulting in outcomes that are accountable
PREDICT – PROSPECTING

ACTALIKES
PREDICT – RETENTION

CHURN PREDICTION
PREDICT – LIFETIME VALUE
CROSS SELL & UPSELL

Up-sell  &  Cross-sell
ACTIVATE

Using the connections gathered in Identify & Predict, execute paid media campaigns across all channels and formats.
**GETTING STARTED**

**I:** OWNED: Website Visits

**SHARED:** Publisher Data

**A:** MEDIA: Display (DESK, TAB, MOB), Video, TV Sync

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**GETTING SMARTER**

**I:** OWNED: Website visit data, Edm click data

**EARNED:** Social data, On-site sharing data

**SHARED:** Publisher Data, Partner site data

**P:** Actalike modeling

**Churn prediction**

**A:** MEDIA: Display (DESK, TAB, MOB), Video, TV Sync, DCO

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**ALL IN**

**I:** OWNED: Website visit data, Edm click data, CRM data, APP data

**EARNED:** Social data, On-site sharing data

**SHARED:** Publisher Data, Partner site data

**P:** Actalike modeling

**Churn Prediction**

**Attribution modeling**

**A:** MEDIA: Display (DESK, TAB, MOB), Video, TV Sync, DCO

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**ALWAYS ON**

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**LONG TERM PARTNERSHIP**
Let’s talk about the connections that matter to you

Mattia Stuani
MD Italia
mstuani@radiumone.com