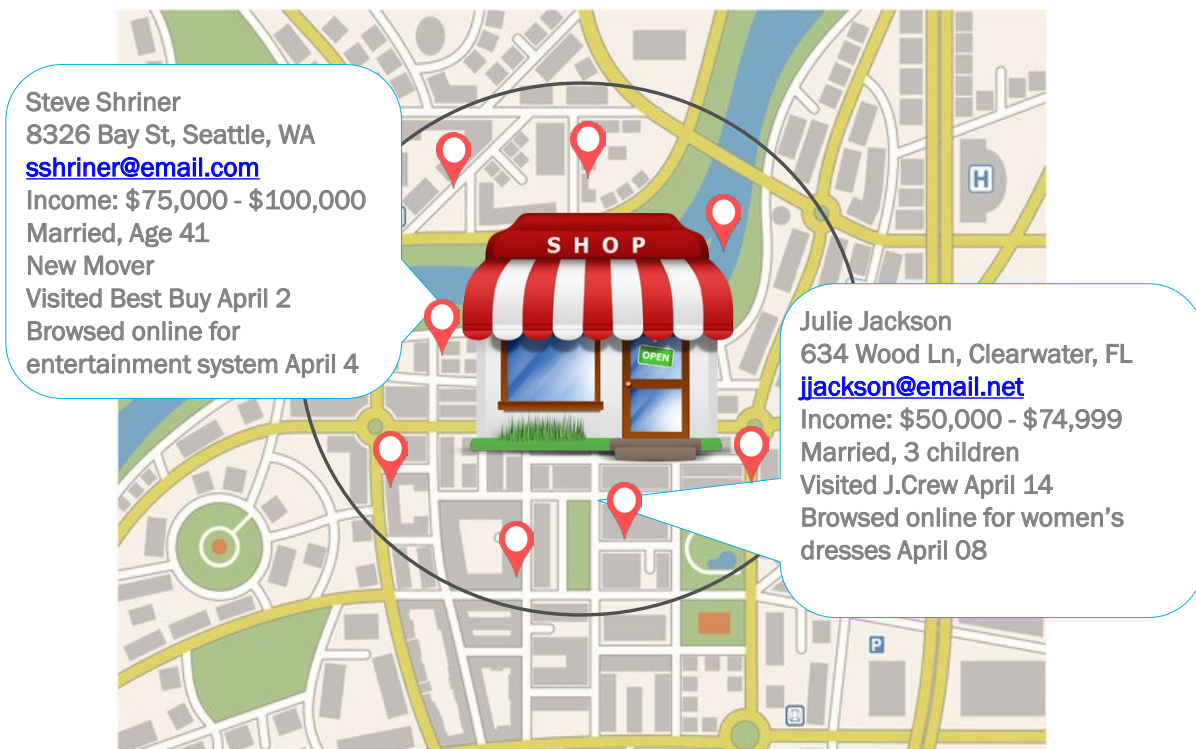


Convert More Shoppers with V12's In-Market Data and Demand-Driving Marketing Programs

Identify and convert in-market retail shoppers with the Next Best Action suite of retail solutions. Our program uses three key components to skyrocket your sales: in-market data to target and convert shoppers actively shopping for retail goods and services, robust demand-driving marketing programs, and marketing dashboards to measure your results.

Identify Your Next Best Customer

- Reach in-market shoppers who have recently visited your store or a competitor's locations
- Reach consumers who are actively browsing online for products you sell
- Market based on lifestyle changes and trigger data such as new movers, new children and economic changes
- Create custom audiences for omnichannel outreach by blending V12's robust data assets. Using AI and machine learning algorithms, we combine over 1,000+ attributes to create a highly custom audience for rapid deployment across social, email, direct mail and display.



Deploy Next Best Action Omnichannel Journeys

Use V12's Customer Data Platform, V12 Velocity to target in-market shoppers across channels.

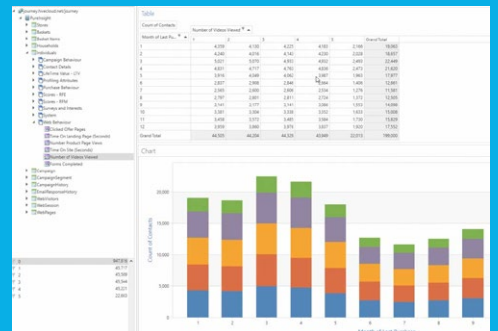
- Easily integrate first and third-party data assets for a comprehensive customer view
- Create and segment your audiences on the fly
- Execute and orchestrate customer journeys across email, postal, social and digital
- Deploy real-time, dynamic customer engagement programs
- Deploy through V12's dedicated ESP (Email Service Provider) and ensure your emails are making it to the inbox

Plus, we offer integrations through numerous third-party applications including:



Real-Time Transparent Results Reporting

- Digital open/clicks and conversion
- Conversion rates for program
- Total population identified, contacted, engaged, and purchased
- Increase in unit sales
- Total revenue impact



Measurable Engagement and Sales Outcomes

Your success is our success. As your partner, V12 offers unprecedented speed to value, a focus on performance and the nimbleness you need to adapt to the changing landscape.



To take your customer acquisition to the next level, email info@v12data.com or call (833) 812-4636.