c·centric
Real-time Data Intelligence

C-CENTRIC
AUDIENCE SUITE

Audience Data Management
Services For More Effective
Digital Advertising

C-Centric offer a suite of customer data solutions designed specifically for the requirements of online advertising professionals.

Options to target or exclude your existing customer or prospect lists are now a key feature of advertising platforms on Google, Facebook and Twitter. It has therefore never been more important for your online advertising department or agency to have immediate access to your customer data warehouse.

But, the complexity of segmenting and syncing large customer datasets is challenging in itself.

Managing those datasets across multiple ad networks and campaigns creates real road blocks - jeopardising the success of your campaigns.

The C-Centric Audience Suite is a range of products backed by our highly experienced team of data specialists and developers.
We have spent years processing large customer and prospect data sets for outbound marketing campaigns.

Our range of products and services meets the needs of organisations facing the challenges of managing data in a GDPR compliant way for targeted digital advertising.

Our Solutions

C ■ **Audience**

Our solution for using incomplete or out of date customer records as custom audiences in your ad campaigns.

C ■ **Credit**

Our solution for pre-screening prospects for credit risk before syncing data to custom audiences and lookalike audiences.

C ■ **Sync**

Save time and improve accuracy by synchronising your proprietary data warehouse with your audiences on Facebook, Google & Twitter.

C ■ **Custom**

Data solutions for organisations with large customer data which they want to ultilise in their digital adverting.
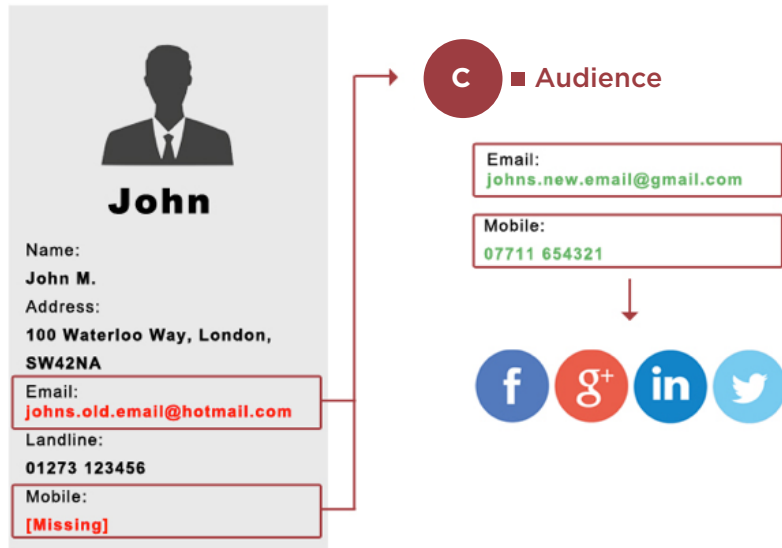
Designed for clients with large volumes of customer data with incomplete or out of date mobile phone and email address records.

Emails and mobile numbers are the most important elements of a customer profile when it comes to creating audiences on Facebook, Google & Twitter, without them its virtually impossible to create an audience.

We have found that many large consumer businesses have old and outdated customer records where emails and mobile numbers have never been updated, or the data is so old it is highly unlikely to be accurate.

With c-Audience we utilise our proprietary database "Connections"– the largest single collection of UK customer data with mobile, land line and name & address, to take partial matches from your customer data and create up to date audience lists in Facebook, Google and Twitter.

Often all we need is a name, landline or postal address to find an up to date email or mobile number and match that to a Facebook user ID for targeting in your Facebook Ads.

John

Name:
John M.
Address:
100 Waterloo Way, London,
SW42NA
Email:
johns.old.email@hotmail.com
Landline:
01273 123456
Mobile:
[Missing]

C ■ Audience

Email:
johns.new.email@gmail.com

Mobile:
07711 654321

Problem
Do you have incomplete, out of date or inaccurate customer records that prevents you maximising the opportunity of custom audience matching.

Solution
We can take your partial records and provide complete and accurate address, phone and email data, fed directly into Facebook, Google or Twitter Ads.

How?
Using our data universe of 30 million+ UK records.

Why?
Significantly increase the accuracy and match rate of your custom audiences on Facebook, Google and Twitter. This can be used for either customer targeting, customer suppression or campaign suppression.

Using c-Sync you can trigger updates to maximise re targeting for contract renewals, inbound non-converts & churn prevention.

Reduce wasted PPC spend & improve attribution on campaigns by suppressing campaign customer data from PPC.

Suppress existing customers from rich new acquisition campaigns.

Our difference
There is no other UK data company that can offer the same composition of data universe & matching software to support advertising audience management.

Real-world application
A UK home phone provider have millions of customer landlines but incomplete or inaccurate mobile phone or email address records, meaning their Facebook custom audiences only match a limited part of their customer database.

We run the clients entire customer database through our data universe, identifying incomplete or partial records and appending them with the most up to date information available on the customer.

We then feed this complete data to Facebook using C-Sync, so their custom audiences are not only far larger and more accurate but also synced automatically with the data warehouse.

The result is their ad agency always knows they've got the most complete and up to date custom audiences in their Facebook Ad accounts. And in Facebook Ads, more accurate data means more success.

"Enhanced audience matching to utilise old and inaccurate customer records in your digital advertising."

We developed c-Credit to meet the needs of clients who rely on credit based finance for their products or services.

Advertising to potential customers who do not meet the necessary credit profile requirements is a waste of your media spend and causes an unnecessary stress for the prospect.

Using c-Credit your data can be matched against our dataset that that has credit scored all UK households based on our partnership with Equifax, one of the leading credit reference bureaus.

You can then suppress before matching to Facebook custom audiences, meaning only those records which meet certain criteria will end up seeing your ads.

Additionally, if you are using Facebook custom audiences to generate "lookalike" audiences for your ad campaigns, with c-Credit you can segment your customer data into those prospects likely to have the

best credit scores before you create a lookalike audience, meaning the output of that audience is statistically likely to include more people with favourable credit profiles.
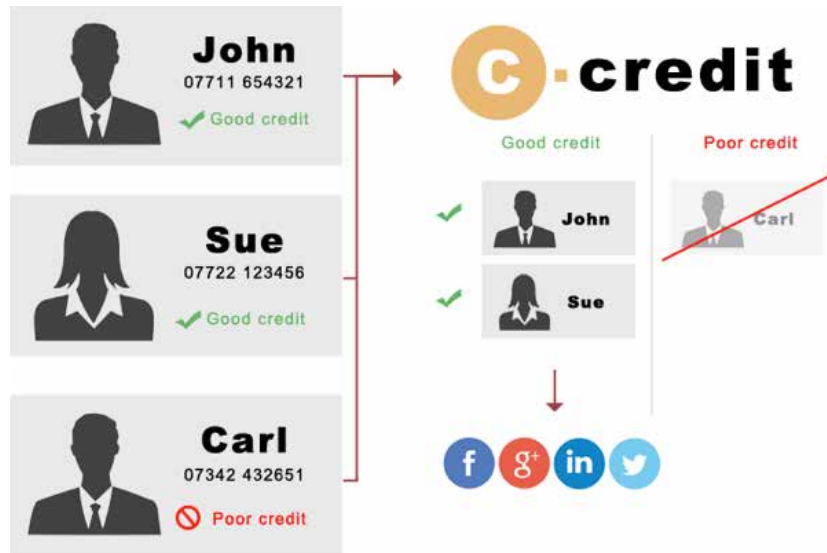
Problem
If your business relies on consumer credit then advertising to prospects who are likely not pass a credit check wastes valuable ad budget and inbound contact centre resources.

Solution
Via our integration with the UK's largest consumer credit agency we extract the prospects from your marketing databases who are most likely to be approved for credit, before you advertise to them.

How?
Using a credit profiled UK household universe.

Why?
Stop wasting ad spend and call centre resources on prospects who cannot convert into customers.

Focus your spend on customers who you know are highly likely to be approved for credit.

Or tailor your advertising based on a prospects likely credit rating.

Our difference
No other data provider can offer this level of credit suppression of advertising audience data. Other partner category data inside Facebook ads typically uses sampling and modelling and isn't accurate when trying to target individual customer records based on their credit risk.

Case Study
A UK mobile phone provider wants to target its "Pay As You Go" customers with a migration offer, moving them to monthly contracts. But the client knows that a large proportion of the customer database use PAYG because their credit risk means they won't be approved for a contract phone.

Advertising the upgrade offer to these individuals isn't in the interests of the client, or of their customers.

Running the PAYG customer database through c-Credit we can output a cleansed target list for use as customer audiences in the clients Facebook Ad campaign. Using a negative audience list the client can use the same data in their Google AdWords campaigns to make sure that those customers who don't pass the credit risk check will not see and click on Google Ad's promoting the offer.

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Pre-screen custom audiences against negative credit data and exclude high risk prospects."

You know that using your customer data in your digital advertising presents a massive opportunity but what happens if your millions of customers records and locked away in a data warehouse which you have to manually query to import into Facebook, Google & Twitter?

This is the problem facing many organisations with large customer datasets but antiquated IT systems which don't give them immediate access to that data.

c-Sync has been developed to help these organisations to keep their customer data synced with their audiences on Facebook, Google and Twitter without the need for constant daily CSV dumps and manual uploads. Saving you time and improving the accuracy of the audience data you rely on for your digital advertising.

Customer Data Warehouse

c·sync

Segment A   Segment B   Segment C
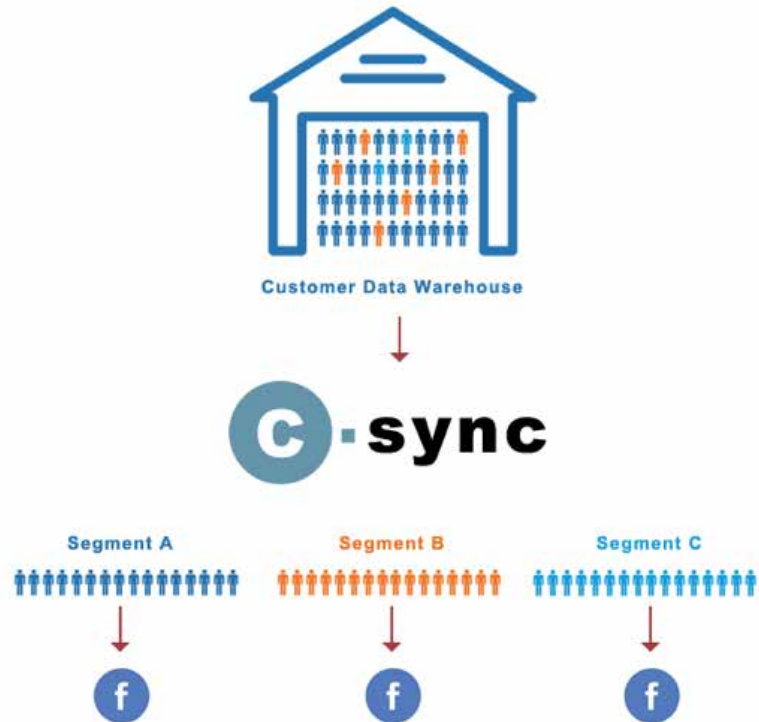
Problem
For clients with large, proprietary databases extracting customer data and keeping it in sync with your audiences on Facebook or Google is a time consuming manual task, prone to inaccuracy. Lack of synch agility means many advertisers waste spend on PPC spend as their customers respond to DTC campaigns.

Solution
Our team have years of experience in integrating in-house databases with web api's. Whatever technology your customer databases or marketing lists live in we can segment and sync that data with your custom audiences and keep it up to date with daily sync'

How?
Through our experience working with some of the UK's largest proprietary customer databases and our extensive knowledge of ad network API's.

Why?
Reduce manual uploads and ensure records are always in sync, saving you wasted ad spend and ensuring the right messages are shown to the right prospects every time.

Our difference
While other solutions such as Zapier can easily sync customer data from off-the-shelf CRM platforms like Salesforce with Facebook custom audiences through an API, c-Sync can sync huge customer data sets which exist in proprietary customer data warehouses without a developer API.

Case Study
A UK supermarket chain have millions of customer records in their data warehouse. They want to use this data to target Facebook Ads for in-store offers at segments of customers, based on their past purchasing behaviour. However, this will mean hundreds of different Facebook custom audience lists managed with CSV dumps.
With customer records which change constantly and in real-time keeping these audiences in sync manually is a daunting task.
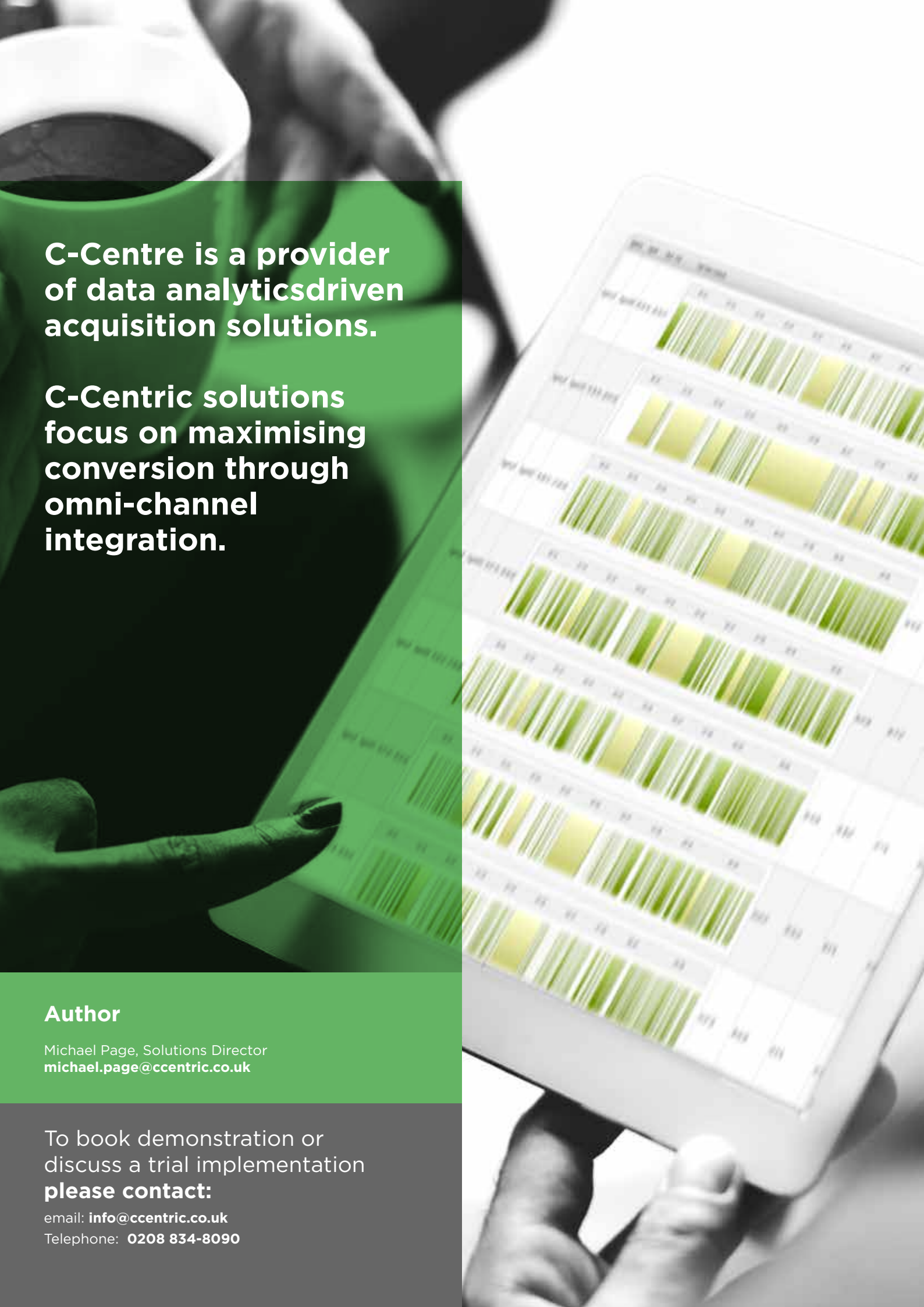
With c-Sync the client is able to programmatically sync customer data in the data warehouse with the custom audience lists stored inside Facebook Ads and run daily updates so new and removed customer records are always reflected in the custom audience.

This gives the clients ad agency virtually unlimited flexibility to run targeted ad campaigns at specific segments of shoppers.

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Automate and sync your customer records with audiences on Facebook, Google & Twitter."

C-Centre is a provider of data analyticsdriven acquisition solutions.

C-Centric solutions focus on maximising conversion through omni-channel integration.

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