

ONEcount's Hyperscale Conversion Architecture Empowers Digital Revenue Growth

Norwalk – January 9, 2018 – ONEcount sprints into 2018 by announcing we are the only Customer Data Platform that executes multi-tactic campaigns coupled with cross-channel analytics.

"ONEcount goes beyond the typical capabilities of a CDP by delivering what advertisers are really looking for," said Sean Fulton, vice president of technology for ONEcount. "Advertisers want to reach across channels to connect with customers."

ONEcount's Hyperscale Conversion Architecture (HCA) lets clients curate intelligence from all of their marketing deployment and trigger real-time targeting across all channels in response.

ONEcount is the only system that enables clients to examine consolidated customer engagement from web, e-mail, banner and other activities to immediately take action.

For example, a client wants to increase customer attendance at an event. With ONEcount, clients can compare past attendees with current website visitors and segment out potential attendees not yet registered. With these visitors identified, clients can deploy interstitials, on-site advertising and/or e-mail drip campaigns to help drive new registrations.

ONEcount also targets specific users on exchanges like Centro or AppNexus. "Through our partnerships with exchange platforms like AppNexus, the remaining, identified prospective attendees can be targeted with banners on the national exchanges. It is unparalleled reach at a fraction of the cost of traditional tactics like direct mail or telemarketing," Fulton said.

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While competing CDP platforms are focused on enhancing the reader experience through content recommendations and personalization, Fulton said those approaches do not necessarily lead to an increase in revenue. "The logic is that if you engage the reader more, he or she will stay on the site longer and consume more advertising," Fulton said.

Instead, ONEcount's philosophy lies in targeting more relevant advertising for every impression delivered.

"Industry tactics have changed," he said. "The idea of hitting 10 people with an interstitial in hopes that one of them will click on the ad is no longer a sound approach. "ONEcount's approach is to identify the specific group of people who can actually buy that advertised product. We know that some percentage of all web site traffic could be non-human or bots, and the remaining impressions might be served to people who are not interested in the advertiser's product. Those are wasted impressions and missed opportunities." Through showing that specific group a relevant interstitial 10 times each, the likelihood of a click-through event is increased and impressions aren't wasted.

This unique approach has made ONEcount a leader in the evolving CDP category.

About ONEcount

ONEcount is an audience activation platform that combines a CDP with DMP capabilities specifically designed for media companies. Leveraging a mature history of identity resolution, data consolidation and advanced identification and targeting tools, ONEcount delivers a simple-to-manage ecosystem while streamlining the tech stack. It's real-time dashboards, secure advertisers data feeds, IVT mitigator, integration with leading ESPs, banner platforms, social sign-on abilities, and a host of other tools are built-in to drive cross-sell and upsell initiatives, increase conversions and decrease waste to grow incremental sales and revenue.

For information on ONEcount and the new marketing science and consulting services, please contact Joanne Persico at joanne@onecount.com or call 203-665-6211 x204.

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