Media Source SOLUTIONS

Customer Data Platform

Centralize your customer data & derive profiles of your best customers to activate across a variety of media

Do you want a complete view of your customers? With our Customer Data Platform (CDP), you can integrate online and offline data, including operational data (POS, eCommerce, order management), marketing execution data (ESP, SMS, web personalization) and marketing activation data (search, social, display), to gain insights into your best customers.

Using this centralized customer database, create personas and better understand the profile of your best customers, including their demographic make-up and their interests.

Then via a lookalike model based on your "best customer" profile, activate a lookalike audience across a variety of channels, including email, CTV, social, display, mobile, telemarketing, direct mail and other digital channels.

Get started with our Customer Data Platform today - talk to us about your needs.

Why choose our CDP?

→ *Detailed Reporting Provided*

to better understand response, transactions and revenue

→ *Key Insights Delivered*

to help you acquire, grow and retain your best customers

→ *Best Customers Identified*

for lookalike modelling and improved customer acquisition

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AIMM VERIFIED ONLINE Transparent Provider truthset

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For more information, contact Michele Volpe:

✉ mvolpe@mediasourcesolutions.com

📞 561-504-2699