

Turn browsers into buyers.

People-based Retargeting

Imagine the power of applying CRM strategies and curriculums to a universe of previously anonymous prospective customers...people that have already expressed interest in your brand by visiting your website.

ZYNC, from marketing powerhouse Zeta Global, is the most effective way to turn website window-shoppers into buyers. By means of secure cookie matching and our proprietary Identity Graph, Zeta translates unknown visitors into known, addressable prospects.

Once identified, these addressable prospects can be segmented based on real interests, profile data, and purchase intent and entered into a people-based, omni-channel marketing program, including email and direct mail, to move individuals further down the path to purchase.



A visitor arrives on site and leaves without buying



Prospects are identified, segmented, and entered into a CRM-like curriculum



Weekly and monthly reporting provide insight into effectiveness



Program is optimized for performance and updated as offers and products evolve



- + Translate cookies into addressable audiences
- + Apply CRM strategies to a prospect universe
- + Tailor messaging to recipients
- + Create inbox calls to action
- + Harness the power of people-based marketing

Zeta creates optimized customer experiences by leveraging a combination of data science, strategy, analytics, and award-winning creative to create a perpetual dialogue between brands and their customers throughout the day, every day.

Call us at [212-660-2500](tel:212-660-2500) | Email us zync@zetaglobal.com | Visit www.zetaglobal.com

ZYNC Drives 30x Higher Brand Engagement

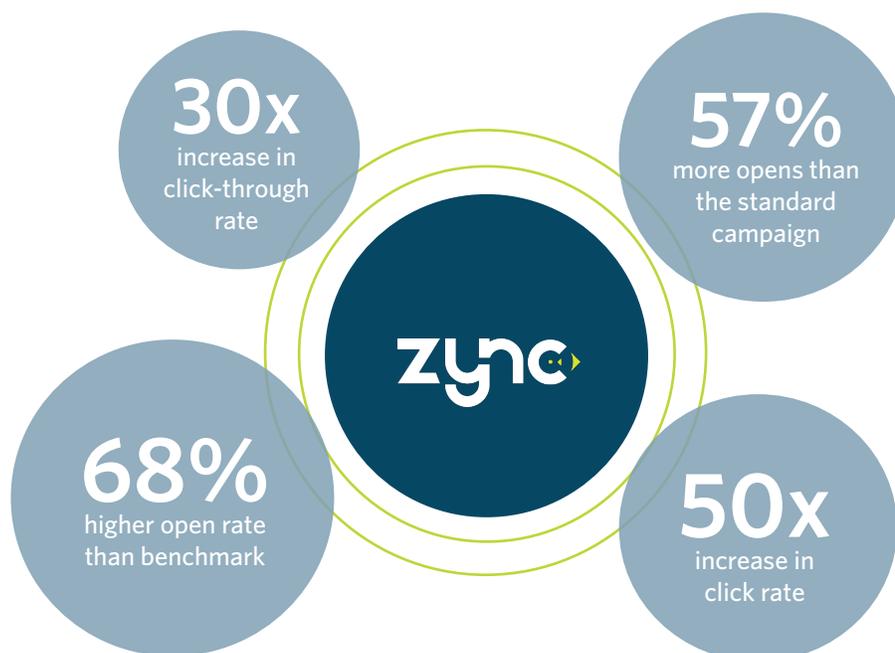
THE CHALLENGE

Client struggled to drive their most coveted prospects through the conversion funnel

THE SOLUTION

- + ZYNC provided client with the ability to translate anonymous website visitors into addressable prospects
- + In a controlled test, client messaged anonymous prospects with the same message ZYNC sent to a custom built segment

THE RESULTS



Zeta Global's Privacy Team will ensure your site provides proper data use notice to all site visitors, offering an opportunity to opt-out, and ensuring full compliance with privacy standards and your own data protection policies.

We are

ZETA GLOBAL



Founded by David A. Steinberg and John Sculley (former CEO of Apple Computer and Pepsi-Cola) in 2007, we're a data-driven marketing technology pioneer. Our SaaS-based Zeta helps brands acquire, retain and grow customer relationships through actionable data, advanced analytics and machine learning. Operating in four continents with over 1,300 employees, we're headquartered in New York City, with Centers of Excellence in Silicon Valley, Boston, London, and Hyderabad, India, and 25 additional offices around the globe.



CUSTOMER RELATIONSHIP MANAGEMENT

- + Data drives strategy and growth
- + Better data drives better results



SERVICES

- + Industry experts to align with your marketing objectives
- + Customer Experience, including Creative, Strategy and Analytic Services



MULTI-CHANNEL ORCHESTRATION

- + The ZetaHub allows brands to manage customer lifecycle
- + One platform, across all digital touchpoints



RICH HERITAGE

- + Evolving from strategic unions of market-leading technologies
- + 40+ years engineering experience and strategic leadership