Leads rx®

LEADSRX IS A SOFTWARE AND SERVICES COMPANY THAT HELPS FOCUS MARKETING EFFORTS ON REVENUE-GENERATING ACTIVITIES.

By providing analytic evidence and insights, our solutions highlight the role marketing plays in delivering quantifiable business value.

Brands that incorporate LeadsRx solutions:

• Improve customer acquisition efficiency

• Increase lifetime value

• Identify wasted ad spend

BUILDING A PRACTICE OF PERSISTENT MARKETING

Strategizing and executing marketing programs is becoming an increasingly difficult challenge. As marketing organizations struggle to stay ahead of changing consumer behavior, new and unproven communication channels, and even macro events like economic turmoil and world pandemics, perseverance has become a key trait that all marketers must possess. Directed less and less by experience alone, today's marketers must be flexible and willing to adapt to incoming challenges as well as opportunities.

Guided by an ethos of impartiality, consumer privacy, and quality data, LeadsRx provides SaaS software and services that help organizations improve customer acquisition efficiency, grow lifetime value, and identify wasted ad spend. We do this with the overall recognition that perseverance pays off. Good marketing isn't about a moment in time so much as a movement forward that achieves its goals despite competition or market pressure.

Persistent Marketing is a new concept that is an underlying challenge for all marketing teams. It provides the ability to adapt execution in the face of changing consumer behaviors, new and emerging marketing channels, or macro trends (such as a worldwide pandemic). Being persistent with your marketing is what pays off, and LeadsRx solutions help build best practices that weather the storm.

Only by focusing on impartial measurement, respecting consumer privacy, and combining personal experience with data insights will marketers see a persistent movement of revenue throughout the sales and marketing funnel.

BEING PERSISTENT WITH YOUR MARKETING PAYS OFF

YOUR PARTNER ON THE ROAD TO PERSISTENT MARKETING

Our aim is to deliver more than just top-notch marketing analytics. LeadsRx is imbued with technology, obsessed with customer success, and passionate about advancing marketing technology – impartially. These hallmarks drive our partnership with you, enabling your brand to grow with a customer intelligence practice that puts the customer at the center of everything you do – just as we do with you.

LeadsRx helps brands and agencies adapt marketing to the changing demands of customers and markets. By leveraging multi-touch attribution, customer journey analytics, and quality data, marketers have the technology and insights they need to spark agile marketing performance.

THREE STEPS TO PERSISTENT MARKETING SUCCESS

As marketing organizations make the shift to persistent marketing, it's important to also develop a data-driven culture. It's the data that allows quick, agile changes to marketing efforts. It's the data that validates marketing's performance. And it's the data that everyone can huddle around and leverage together.

1 **Start with Impartial Attribution and Improve ROAS –** Today's eCommerce and B2B companies rely on Multi-Touch Attribution (MTA) to evaluate campaigns across all channels without bias. Once considered a luxury, MTA is now affordable for marketing budgets of all sizes. Attribution determines where revenue came from: the marketing programs and materials that influenced prospects to become customers and customers to become better customers. A solid MTA solution like LeadsRx Attribution provides the foundational measurement for all marketing efforts.

2 **Install Customer Journey Analytics with Built-in Identity Resolution –** Most marketers would like to believe they can prescribe a course of actions and materials to guide prospects to becoming customers. But more often than not, consumers take a non-linear journey established on their own. What marketers need, then, is a Customer Journey Analytics (CJA) solution to map the actual path-to-purchase and provide aggregated metrics that aid in making improvements. The goal is to shorten buyer journeys while reaching consumers where they want to be reached. LeadsRx Journey provides just the right capabilities to get you started.

3 **Apply the Principle: People + Data = Better –** Individual marketers shouldn't go it alone. Instead, it takes the combination of quality data along with human experience to make a real difference. It might sound exciting to read about AI and all of its amazing capabilities, but "artificial" intelligence won't get the job done nearly as well as "augmented" intelligence. When people come together with a data-driven mentality, only then can marketing truly persevere. Using LeadsRx, you have access to aggregated data across millions of points to benchmark your own success and make better marketing decisions.

TWO SOLUTIONS FOR IMPROVING MARKETING PERFORMANCE

Knowing what is and, just as importantly, what is not working in your marketing programs is vital. This requires measurement and analytics that provide real-time and impartial data and insights leading to immediate actions. LeadsRx shines a bright, impartial light on your marketing efforts to see exactly what impacts your brand's top-line revenue and bottom-line profit. We do this with LeadsRx Attribution and LeadsRx Journey.

LEADSRX ATTRIBUTION – MULTI-TOUCH ATTRIBUTION

LeadsRx Attribution covers the broadest set of marketing channels from digital to podcast; from radio to television. This allows you to improve customer acquisition costs and lifetime value. You can also evaluate campaign performance across touchpoints and channels.

Impartial multi-touch attribution connects the dots between marketing touchpoints and conversions, covering a broad range of marketing programs and events, including:

- Digital impressions and clicks

- Linear TV and broadcast radio exposure

- Podcast downloads and streams

- OTT impressions

- Offline, in-person events and brick-and-mortar sales

You can view attribution results using a variety of LeadsRx reports, or pull data using our Open API into reporting systems such as NinjaCat and TapClicks.

Select from 7 different attribution models, including algorithmic attribution that self-adjusts daily based on consumer behavior.

Leverage the LeadsRx Universal Pixel for deterministic and anonymous data capture and include probabilistic attribution for television and radio ads.

We can also include data from a broad range of marketing programs, including organic/paid search, organic/paid social, display ads, podcasting, OTT, television, radio, and more.

LEADSRX JOURNEY – CUSTOMER JOURNEY ANALYTICS

LeadsRx Journey captures your customers' paths to purchase using a privacy-first approach and built-in identity resolution. You can then optimize conversion paths across marketing programs and content. You will understand how consumers build relationships with your brand.

LeadsRx has built its own identity graph over many years, now with more than 2 billion identities across devices, browsers, and apps. This makes identity resolution native to LeadsRx without the need for external, third-party solutions. Identify:

- Anonymous customer journeys

- Optional data enriched with opted-in, first-party identities

- Paths to purchase for individual customers showing costs, revenue, and lifetime value

- Key metrics for common paths and average time to convert

- Cohort support using demographic data

LeadsRx Journey lets you view actual customer journeys with every touchpoint and conversion to better understand the ways customers develop trusted relationships with your brand.

You can monitor cost of acquisition and lifetime value to see if strategic goals are being met.

We include first-party profile data from form completions and sales transactions to aid in understanding specific customer journeys; then easily pass data to CRMs for B2B processing.

You can also set up cohorts to represent targeted demographic groups or for unifying data within accounts for Account Based Marketing (ABM).

LEADSRX PRIVACY STUDIO™

Marketing analytics continues to be a driving force behind ad spend optimization, revenue generation, and profit creation. Because these systems need to capture data about individual customer paths-to-purchase, it's important to architect a system that allows data governance according to corporate policy and make "privacy first" a reality.

LeadsRx Privacy Studio™ is a framework that establishes a Data Clean Room and puts IT teams in control of where and how collected data is stored. Corporate policy for privacy, user consent, and access become cornerstones of the system with IT squarely at the helm. The graphic below explains how it works.

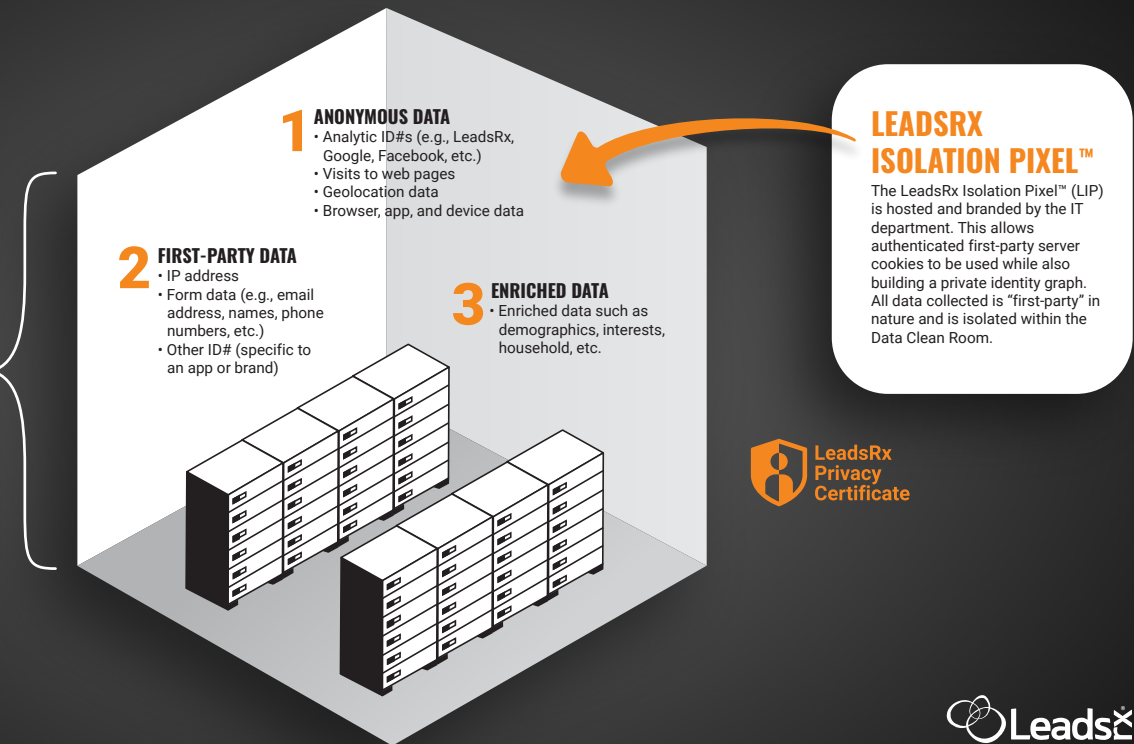## LEADSRX PRIVACY STUDIO™

DATA CLEAN ROOM

LeadsRx works with IT departments to create a custom Data Clean Room that houses and isolates data so that IT can control data governance according to corporate policy.

In this architecture, LeadsRx technology pushes anonymous and first-party data into the Data Clean Room. IT controls this data and can optionally enrich it with data from third parties. Data within the Data Clean Room is secure, isolated, and available to authorized applications like LeadsRx.

Data in the Data Clean Room is governed by corporate policy and the IT organization. This can include a variety of privacy, consent, and security frameworks such as GDPR, CCPA, HIPAA, PHI, PII, and more.

COMPATIBLE WITH VARIOUS CLOUD SERVICE PLATFORMS

- Amazon Web Services
- IBM Cloud
- Oracle Cloud
- Rackspace Cloud
- Google Cloud
- Microsoft Azure
- DigitalOcean

1 ANONYMOUS DATA
- Analytic ID#s (e.g., LeadsRx, Google, Facebook, etc.)
- Visits to web pages
- Geolocation data
- Browser, app, and device data

2 FIRST-PARTY DATA
- IP address
- Form data (e.g., email address, names, phone numbers, etc.)
- Other ID# (specific to an app or brand)

3 ENRICHED DATA
- Enriched data such as demographics, interests, household, etc.

LEADSRX ISOLATION PIXEL™

The LeadsRx Isolation Pixel™ (LIP) is hosted and branded by the IT department. This allows authenticated first-party server cookies to be used while also building a private identity graph. All data collected is "first-party" in nature and is isolated within the Data Clean Room.

LeadsRx Privacy Certificate

Leads℞

ONE COMPANY YOU CAN TRUST

LeadsRx has been helping brands and agencies develop an approach to Persistent Marketing since 2015. We've captured quality analytics against hundreds of thousands of marketing programs and thousands of brands. From online retailers and manufacturers to financial institutions and B2B businesses, we have a breadth of experience that can help you as well.

DEVELOP AN
APPROACH TO
PERSISTENT
MARKETING
WITH LEADSRX

LeadsRx

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