

Index Connect

Get a single view of your customers and reach more shoppers through digital audience targeting.

Customer **ID**

Achieve a Single View of the Customer

Identify anonymous store customers and build a single view of your customers across channels.

When a customer shops online or in-store, Index generates a secure, retailer-specific **Customer ID** that uniquely identifies them based on their payment card, and links their in-store and e-commerce shopping behavior.



Recognize Anonymous Shoppers In-Store Understand customer preferences, even if they haven't enrolled in your loyalty program.

Connect Online & Offline Behavior Get a single view of customers.


Create Powerful People-Based Marketing With rich, omni-channel analytics, understand each customer in a whole new way.

Close the Loop on Marketing Attribution Measure how online marketing drives in-store purchases.

 **Build Your Customer Database**

ID **Achieve a Single View of the Customer**

@ **Expand Your Reach**

 **Recognize Anonymous Shoppers**

 **Deliver People-Based Marketing**

\$ **Drive Store Visits & Sales**

↑ **Maximize Customer LTV**

||| **Measure Campaign Impact & Marketing ROI**

Retail Categories



“Companies with extremely strong omni-channel customer engagement see a 14.6% YoY increase in annual revenue.”

Aberdeen Group

MARKETING CHANNELS



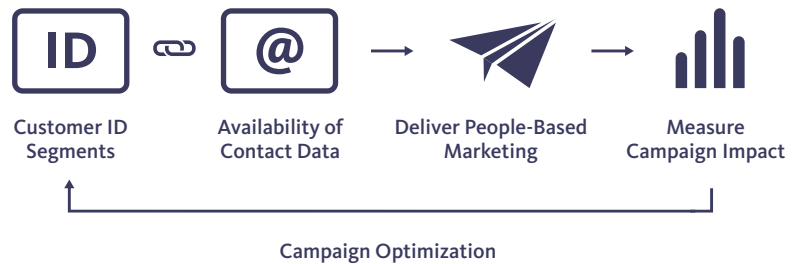
CONNECT TOOLS



Connect Network

Reach More of Your Customers

Engage customers that have always been out of reach. Index provides a **Customer ID** for every shopper, along with the ability to reach them through the expansive Index network.



Expand Your Reach to Previously Unaddressable Customers

Know more customers, even those who haven't enrolled in your loyalty program or shared contact data with you.


Create Customer Segments to Target Online Tap into the vast Connect Network to see if contact data exists for your customers.


Deliver Campaigns via People-Based Marketing Channels Leverage the most popular channels including Facebook, Instagram, Google, Pinterest and Twitter to drive return visits and sales.

Close the Loop on Marketing Attribution Measure the impact of your campaigns and optimize them for the next round of marketing.

As the Network Grows, So Do You!

Index Connect Gives Retailers the Tools to Win

 **Customer ID** for every customer to increase person-level insights and enhance personalization.

 **Contact Data** for more customers to dramatically increase reach through digital channels.