



Smarter Prospecting

Bridge the gap between marketing and advertising data.

Drive results with Smarter Prospecting:

- Understand your customers' offline and online behaviors
- Target audiences with meaningful ad experiences
- Find consumers who are like your most valuable customers
- Build your brand through better segmentation
- Increase your return on advertising spend (ROAS)
- Develop long-term customer relationships through further engagements

Today's marketers are taking advantage of valuable data to refine their audiences and reach customers in innovative new ways. But all too often, information about prospects, customers, and audience segments resides in different places across your organization. How can you connect all of your data—from offline sources, from your marketing automation system, and from your programmatic advertising platform—in a single repository that streamlines your marketing activities throughout the customer journey?

Turn offers a simple way to bridge the gap between your marketing platforms. Our Smarter Prospecting solution integrates the Turn Advertising Hub with leading marketing automation technologies—such as IBM UBX, Marketo, and Hybris Marketing, an SAP company—so you'll have a unified foundation for engaging with your customers. Getting started is easy, since Turn helps you with everything. We work with you to define your goals, we onboard your data (including the segmentation models you've already created), we execute your campaign, optimizing it along the way, and we provide reports and insights so you know what worked and why.

By connecting all your marketing data with the scale and performance of programmatic advertising, you'll not only drive higher-performing media campaigns, but also gain more efficient returns. At the same time, you'll deliver consistent brand messaging across all media channels and consumer touch points—a seamless set of experiences for your consumers.

Unlock Valuable Data



By taking a holistic approach, marketers have a single view of the customer journey—from awareness to consideration to purchase to loyalty and ongoing repeat purchases—and can deliver relevant experiences across multiple channels throughout the journey.

Smarter Prospecting in Action

What kind of results can you expect to see? With the Turn Advertising Hub, marketers—whatever their digital advertising expertise—have been able to build smarter audiences, improve the customer conversation, expand their reach, and drive marketing performance. For example, when 3 Day Blinds connected their marketing automation system with the Turn Advertising Hub, the company realized dramatically better customer engagement. At the same time, they paid just one-fifth of what they previously paid per appointment and gained important insights into the growth of the business.

3 Day Blinds started by looking at their best customers. What were they like and what products did they buy? With Smarter Prospecting, the company was equipped with the information needed to find new customers and to sell more products to existing customers, tightening their audience but delivering smarter advertising. By connecting their email data with the Turn Advertising Hub, 3 Day Blinds was able to engage with consumers in a more consistent manner across channels—for example, delivering a single offer across both email and online ad campaigns.

Over a 97-day period, Turn delivered 18mm digital impressions for 3 Day Blinds, resulting in a dramatic lift in response and an impressive deduction in costs.

850%

increase in leads
per click

140%

increase in appointments
per lead

77%

decrease in cost
per booking

For more information about the marketing success at 3 Day Blinds, see www.turn.com/r/3-day-blinds.

Get Started with Smarter Prospecting

If you're ready to engage with your customers—and to do so more efficiently—you're the perfect candidate for Smarter Prospecting. With the Turn Advertising Hub, getting started with a coordinated digital marketing campaign is as easy as contacting Alliances@turn.com.

About Turn

Turn delivers real-time insights that transform the way leading media agencies and enterprises make marketing decisions. Our digital advertising platform enables anonymous audience planning, data organization, cross-device advertising, in-flight optimization, and advanced analytics, along with point-and-click access to more than 150 integrated technology partners. Turn is headquartered in Silicon Valley and provides its products and services worldwide. www.turn.com

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