



Data Segmentation Made Easy

Our data segmentation platform empowers advertisers to take full advantage of their data to build robust customer profiles. This provides an effective way for companies to personalize advertising to a high degree and increase marketing effectiveness.

Setting up is easy and is collected through the insertion of a single line of code (SLoC) on the website or via Tag Management Solution.

Segments are created automatically and are visible in the Platform161 user interface. Our platform provides the needed flexibility for companies to tweak their segments to their liking and build customer segments in a way that suits their ambitions. We believe that personalized advertising requires a personalized solution.

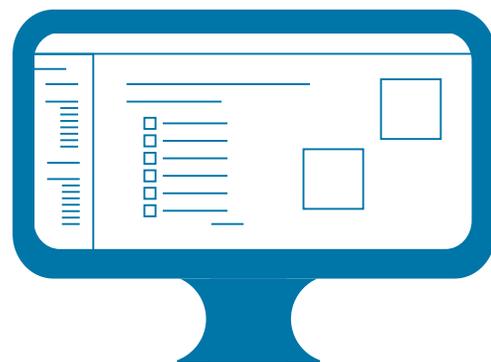
Finally, the solution has been designed with privacy-first principles that allow companies to operate in a manner that is fully compliant with digital privacy regulations.

Managing Segmentation is Challenging

Platform161 offers a solution where one single tag can handle all targeting, data collection, and optimization. This facilitates an easy implementation and easy management of tags without having to access tag managers.

In a world of personalization, digital marketers are now working with more data in more systems than ever before. Due to these vast fragmented data sets, it can be challenging for marketers to easily segment data into meaningful experiences to show the right message to the right person at the right time.

On top of the needs of personalization, companies are faced with adhering to changing privacy & security regulations around the globe, making it harder to leverage the data they have into actionable personalized customer experiences.



Benefits

- Easy setup
- Powerful automated segmentation
- Fully integrated solution
- GDPR and privacy regulations compliant
- Increases marketing effectiveness

Contact us to learn more about how our Smart Tagging solution can increase your campaign performance today!

