

More than 'just' a Customer Data Platform...

Powering the future of Data Science, Visualisation & Automation

Most Customer Data Platforms will allow you to collect, consolidate and activate your data, all with varying degrees of sophistication. But many will fall short when it comes to including powerful advanced analytics & insight as standard. In addition to this many Customer Data Platforms are built with engineers and technically minded users 'front of mind'. Horizon significantly expands the range of a traditional Customer Data Platform by focusing more acutely on the needs of Analysts and Marketeers.



What makes Horizon different?



Integrates

All your zero, 1st & 3rd party data sources together with flexibility, in real-time



Transforms

Your data into a trusted single source of truth, custom to your organisation's needs



Educates

Your people with powerful analytics and insights on your customers and organisation's performance



Powers

Your data with best in class machine learning & AI modelling



Automates

Your data, creating highly segmented audiences downstream into execution platforms

Delivering best-in-class solutions & benefits

- ✓ **Advanced Technology Integrations & Identity Mgt**
- ✓ **Real Time Holistic Single View of Customer**
- ✓ **3rd Party Enrichment Data Universe**
- ✓ **Vast Analytics Variables & Attributes**
- ✓ **Deep Customer Profiling & Behavioural Analysis**
- ✓ **Customer Segmentation Frameworks**
- ✓ **Custom Data Science & AI Models**
- ✓ **1st & 3rd Party Audience Creation**
- ✓ **Martech & Adtech Platform Connectors**
- ✓ **Customer Journey Mapping & Automations**
- ✓ **Best In Class Self Serve Full Access UI**
- ✓ **Custom Intelligence Dashboards**
- ✓ **Marketing Spend Optimisation**
- ✓ **Strategic Roadmapping & Planning**
- ✓ **Supporting & Upskilling Internal Resources**



Unlimited Data Integrations

Accepts any data. (Marketing Spend, Instore etc)



User Friendly Front End

Easy to understand and use, for Marketeers and Analysts alike

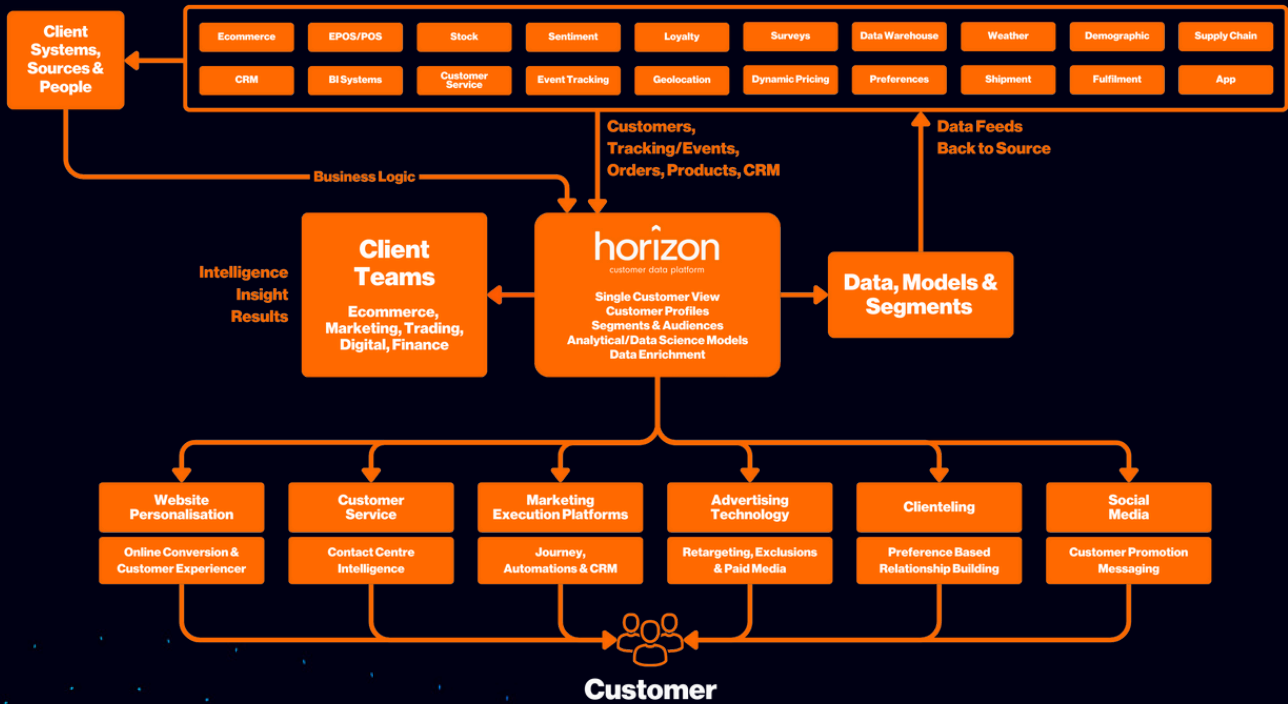


Super Fast & Efficient

Build powerful new insights and segments in minutes

How does Horizon Work?

Horizon provides you with powerful real-time data integration, enrichment and consolidation of your customer ecosystem. It supports any 3rd party applications to give you 'true' flexibility and agility to maximise your technology investments. Alongside, your people and teams gain the ability to visualise data with ease and at pace for truly holistic clarity.



We help our clients to...

...integrate, supercharge and humanise their data to generate optimal intelligence for their people, ensuring they maximise performance from their customers.



Introducing Lauren Your Loyal VIP Customer

Demographics	Name Lauren Jones	Age 30	Affluence ABC1	Dwelling Detached House	Income £40k-£50k	Home Town Manchester	Nearest Store Trafford Centre	Lifestyle Segment Single & Tech Savvy		
Lifestage	Cost Per Acquisition >£5	Lifetime Value £3,441	Customer Tenure 5 Yrs	Segment VIP						
Channels	Primary Channel Email	Social Media Active Yes FB & IG	Acquisition Source PPC							
Brand Services	Main Category Preference Tops & Tees	Survey Member Yes	Has Student Discount No	Loyalty Prog Member No	Loyalty Points 0					
Behaviour	Recently Abandoned Flixton Dotty T	Recently Browsed Emerald Sweater	Last Web Session 08/03/24	Last Order Page Views 42	Last Engaged Channel Web	Last Order PO 2	Reacts Well To Sale & >15% Off	Last Session Duration 30 Min	Last Order Device Mobile	Average Order Value £80
Behaviour	Last Order Date 08/03/24	Last Email Engagement Build Your Own Bundle	Average Order Frequency 8.6 Year 0.71Mth	Average Items Per Order 2	Most Active Order Times 18h-21h	Most Active Order Day Saturday	Promo or Now Promo Both	Newletter Subscriber Yes	Average Annual Spend £688	
Predictive	Next Best Buy Honoured Vest Top	Next Best Category Night Wear	Cross Sell Footwear & Jackets							



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