

Euclid & AgilOne Joint Solution Guide

Deliver Seamless Digital and Store Experiences

For retailers, the Euclid-AgilOne integration provides the ability to build meaningful relationships with their shoppers across mediums, tailor the shopping experience, and influence their path to purchase.

By integrating Euclid's dynamic in-store profiles into AgilOne's customer data platform, retail marketers gain a single customer profile that bridges the offline/online divide and enables consistent, orchestrated personalization across channels.

Together, Euclid and AgilOne build authentic customer relationships that span the digital and physical journey and maximize customer lifetime value at every touchpoint.

Top Benefits

▶ Know Your Customer Across Channels

By collecting in-store shopper profiles via Wi-Fi, Euclid enhances AgilOne's single customer profiles with new, high-intent audience segments complete with behavioral attributes that illuminate in-store behavior regardless of purchase.

▶ Automate and Tailor Engagement for Increased Relevance

With an enhanced single customer view, uncover opportunities for incremental revenue, learn valuable customer insights, such as which customers are high-intent, and increase the relevancy of campaigns across different channels.

▶ Improve Effectiveness of Marketing Spend

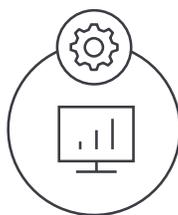
By pinpointing high-intent audience segments based on cross-channel behavior, double-down on the valuable shoppers and suppress dormant audiences from campaigns to improve ROI.

How it Works



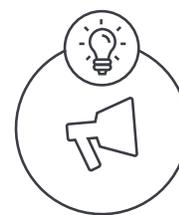
Collection

With only a single login, Euclid collects dynamic first-party data from your store's Wi-Fi, regardless of purchase.



Onboarding

In-store profiles are continuously integrated into AgilOne and deduped to enrich your omni-channel profiles with in-store identity and behavior.



Activation

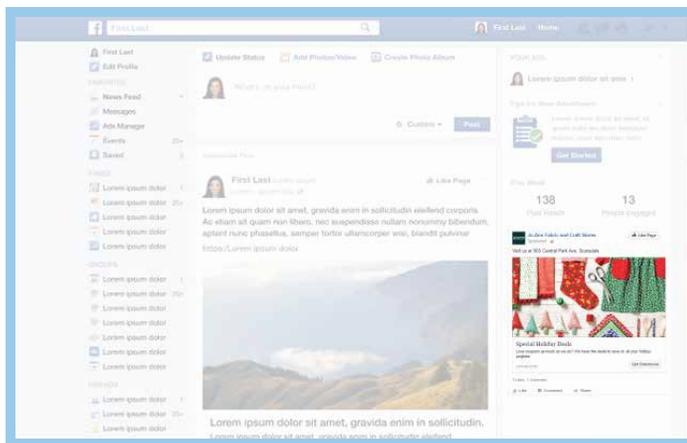
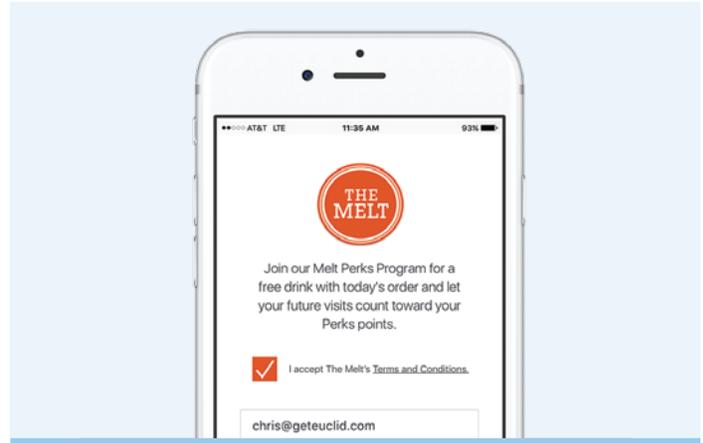
With built-in machine learning and predictive models, orchestrate customer engagement across digital and physical channels for consistent, relevant multi-channel experiences.

Euclid & AgilOne Joint Solution Guide

How to Use the Enhanced Single View of the Customer

Expand marketable audiences with in-store shopper profiles

Leverage your brick-and-mortar stores for customer acquisition, and enhance your customer data platform with email addresses collected in the store. By enriching customer data with in-store shopper profiles, personalization across all channels becomes more refined, relevant, and impactful.

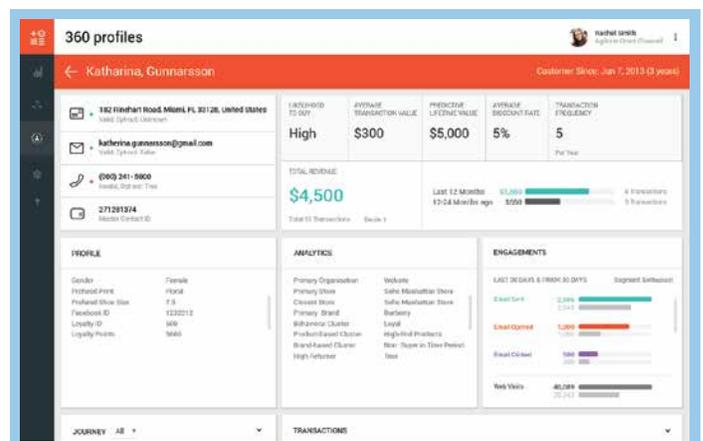


Build high-value lookalike audiences with in-store profiles

By collecting in-store profiles, Euclid enhances AgilOne's customer profiles with a new, high-intent audience segment. When these cohorts are synced with social media advertising to build lookalike audiences, retail marketers can effectively expand their reach, acquire customers with a higher lifetime value, and increase their return on ad spend.

Unify store behavior into a single customer view

Euclid enriches AgilOne with behavioral attributes that illuminate in-store behavior regardless of purchase. Understanding in-store behavior and its interplay with digital activities allows retail marketers to more effectively segment lapsed shoppers across channels and retarget them with a relevant offer that drives a purchase.

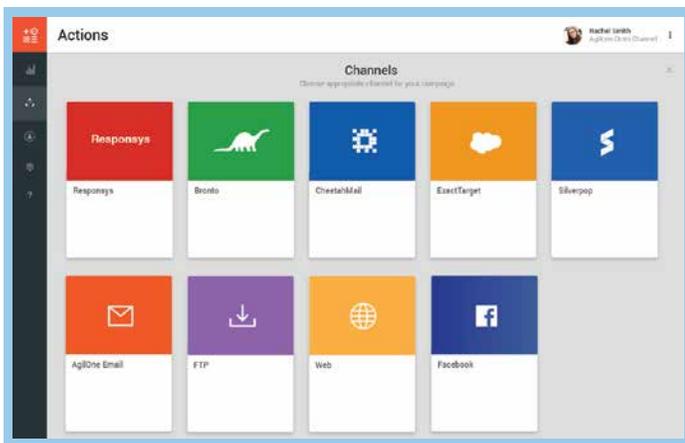
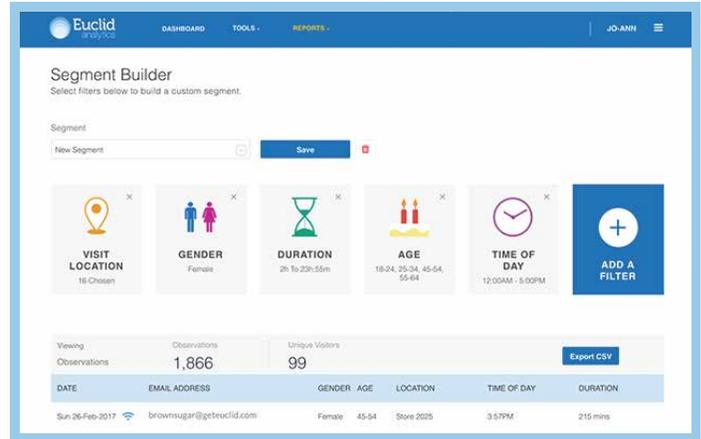


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How to Use the Enhanced Single View of the Customer

Suppress dormant audiences to improve marketing spend

With additional visibility into shoppers that do—and don't—regularly visit the store, marketers can suppress these dormant audiences from their ad campaigns to improve spending effectiveness and ROI.



Personalize engagement with a single customer view

With Euclid and AgilOne, understand shopper behavior over time and across channels to create more meaningful relationships. By identifying and recognizing in-store shoppers, retail marketers can personalize engagement and offers on any channel to improve relevance and increase customer lifetime value.

About Euclid

Euclid illuminates in-store identity and behavior to enrich 1:1 targeted marketing and increase conversion across channels. Through existing Wi-Fi and a single visitor login, Euclid collects dynamic first-party data to power customer acquisition, behavior-driven messaging and attribution efforts. Taking advantage of their brick-and-mortar footprint, Euclid's retail and restaurant customers expand their known customer database by an average of 75% and leverage Euclid's high-intent profiles to drive a 2-6x lift in store-visits relative to third party audiences.

About AgilOne

AgilOne restores the personal relationships companies once had with customers before channel-specific marketing silos got in the way. Through a single view of customers across all channels, predictive models to understand customer behavior, and real-time APIs to personalize experiences across all touchpoints, AgilOne builds authentic customer relationships that maximize lifetime value.