

Large global brands with rich, complex data sets and diverse geographic footprints should consider Jivox.

The Forrester Wave™
Creative Advertising Technologies, Q4 2018

Personalize Your Digital Marketing

Big Data.
Machine Learning.
Dynamic Creative.

PERSONALIZATION WITHOUT THIRD-PARTY COOKIES

Make your messaging relevant with Jivox IQiD™, a **first-party** deterministic identity graph, by combining user-consented data with contextual triggers.

OMNI-CHANNEL PERSONALIZATION

Deliver a 1:1 customer experience across all channels and devices: display, video, mobile, native, social, website and email.

BIG DATA INTEGRATION

Create relevance by powering messages with vast amounts of contextual, first-party and campaign data.

CUSTOMER JOURNEY OPTIMIZATION

Identify and visualize which customer paths—starting from website, e-mail, or exposure to advertisement—drive engagement and optimize the best performing paths in real time.

DYNAMIC CREATIVE OPTIMIZATION (DCO)

Going beyond Versioning to Personalization



Creative Management &
Versioning



Data Driven Optimization
& Decisioning



Omni-channel
Delivery & Attribution

"One client reference noted that it had generated 350,000 assets through the vendor in the past year in 22 languages, across countries and regions, and with a dozen-plus products."

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THE ROI IN JIVOX DCO

How a Leading Brand Achieves Sales Lift with Personalization

Real Time Data Triggers

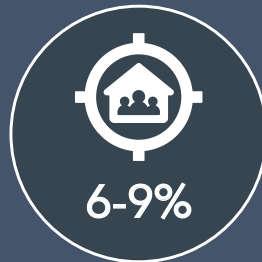
Weather
User Location
Time of the day

Scale

348 unique creative variations
served across 6 different ad sizes
on Desktop and Mobile

Benefits

Reduced Production Costs
Increased Media Performance
Accelerated Customer Engagement



HOUSEHOLD
PENETRATION



SALES
LIFT



ROAS

WORLDWIDE LOCATIONS

Silicon Valley, USA (Headquarters)

New York Singapore

London Shanghai

Brasilia Bangalore

BRANDS THAT TRUST US

