

Expand and Centralize Your Data Capture Capabilities

Expand your data capture capabilities beyond your site and centralise all customer touchpoints in one data set

First-party omni-channel data collection



Collect data from all touch points

Through a programmable pixel, collect first-party data from key offsite and onsite sources, including digital advertising, email, videos and more. Use this data to power first-visit personalization, enhanced attribution and other mission-critical use cases



Create individual customer views

Integrate offsite and onsite data collection to inform your customer journey initiatives, creating more holistic views than ever before. Collect offsite customer interaction information as first-party data to give you complete data ownership and control



Fuel first-visit personalization and more

The customer journey does not start when visitors get to your site. It started way before via interaction with digital advertising and other key touch points. By capturing this data, you can serve more in-the-moment, relevant content to increase engagement, conversions and many other call to actions



Create more robust customer profiles

Boost your customer profile strategy with robust omni-channel data. Focus in on individuals rather than generic audiences. This data can be exported and integrated into your existing profiles or customer records to create a more powerful foundation and fuel personalized, real-time action across your marketing technology stack

Power advanced customer use cases and marketing applications



Enhanced attribution

Optimize your marketing spend to determine which programs and campaigns are yielding the highest ROI. Configure your first-party pixels across onsite, offsite and mobile devices to gain critical insights



First-visit personalization

Understand the journey before a visitor lands on your site, enabling you to serve personalized content and offers on their first visit to boost customer satisfaction and revenue



Improve ad effectiveness

Make advertising dollars go further by controlling ad delivery of campaigns, tactics, channels and vendors. Minimize ad waste, target interested customers, reallocate ads on the fly, record all channel performance across channels and retrieve people-based ad data for media mix modelling



Improved customer journey insight

Create a complete view of your customers and key segments by collecting data across all channels and devices with a configurable pixel, which can be deployed in offsite and onsite ads, emails, videos and more. Deliver data to key analytics and BI systems to improve the speed and quality of decisions



Cross-domain user tracking and cookie synchronization

Seamlessly track visitors across your owned domains with a unified cookie ID. Quickly and easily remove silos between your sites and stitch users together



Universal identifier

Take advantage of Ensignten Pulse's master universal ID to easily link together your different data silos in real time

Key benefits

- First-party data collection and ownership
- Enhanced existing data collection abilities
- Fuel first-visit personalization and improve conversion rates
- Gain ownership and control of critical user-related advertising data
- Enhanced real-time attribution
- Build stronger customer profiles for improved action
- A universal ID to synchronize your data silos
- ITP 2.1 Mitigation

"By using Ensignten to improve our vendor attribution and visitor retargeting, we achieved a 2.4x ROI in the first year alone of using Ensignten"

SONY

About Ensignten

Ensignten is a global cybersecurity leader, offering next generation client-side protection against data loss, journey hijacking and intrusion. Through the Ensignten solution, organizations can access privacy risk and stop unauthorized leakage or theft of data, as well as complying with CCPA, GDPR and other data privacy regulations. Ensignten's MarSec™ platform protects some of the largest brands in the world from data leakage, whilst ensuring maximum web page performance.

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