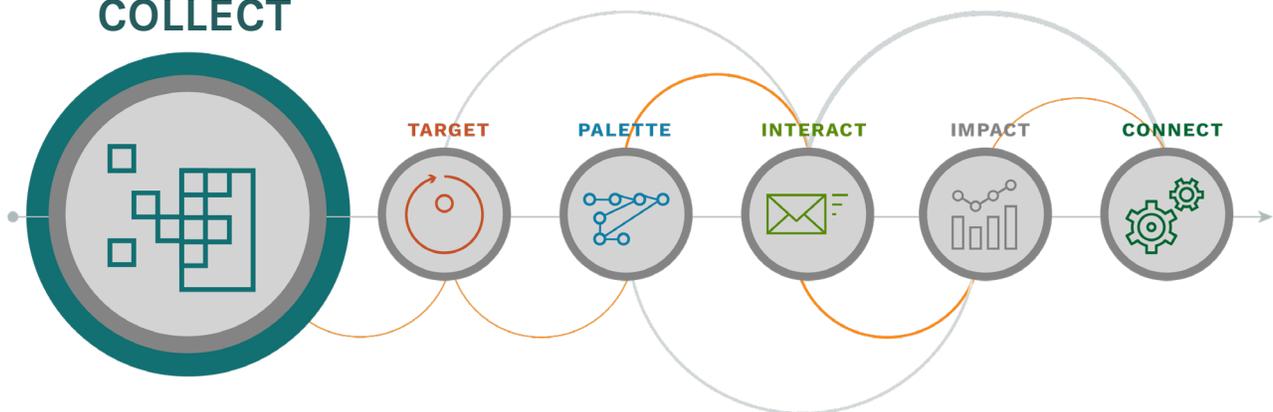# QuickPivot

QuickPivot's Collect
All Your Customer Data At Your Fingertips

Customer data is the lifeblood of marketing. To get a complete view of your customer, marketers need to unlock data from legacy systems, as well as fast-moving interaction data such as click, brick and catalog purchase data, social shares, ratings and reviews, mobile browsing session variables, and so much more. Collect gathers all of this data and then some, providing the coveted 360-degree view of the customer and increasing marketing performance by anywhere from 2x-5x.

COLLECT

TARGET • PALETTE • INTERACT • IMPACT • CONNECT

Collect is a fully relational database environment, designed to easily handle all of your customer and transaction data. It is fast, flexible, scalable, tightly-integrated into the QuickPivot SaaS platform, and it powers QuickPivot's segmentation and analysis module called Target. Hosted in the QuickPivot cloud, built on Microsoft SQL Server technologies, and running QuickPivot's proprietary MapReduce processes, Collect provides the reliability, security, performance and affordability that modern marketing teams demand.

A 360-Degree View of the Customer

Collect is the central repository for all of your customer data. It is designed for batch or API integration with all of your operational, marketing, CRM, eCommerce and legacy data platforms. It is built to handle hundreds of customer attributes, and can easily accommodate large volumes of transactional data, such as purchase transaction history, or web shopping activity.

(617). 880. 4000

33 Arch Street, 9th Floor
Boston, MA 02110

info@quickpivot.com

![QuickPivot logo]

Collect can be used by organizations of all sizes, from large enterprises to smaller companies with big ideas. Brands that have a small set of customer records today, but a vision for future growth, benefit by having a scalable database environment that adapts as their business evolves.

Built-in scalability means that brands don't have to incur the cost or risk of a platform migration simply to accommodate healthy business performance and database growth.

" Building a 360-degree view of the customer is a journey AND a destination. Collect finally gets marketers of all sizes moving toward that goal, and the double-digit improvements in performance that come along with it."

Data In / Data Out – Automate, Schedule, Monitor

A complete view of the customer involves pulling data from multiple, disparate sources. Collect utilizes batch and API processes to fetch data from these multiple sources, and has built-in tools designed for the automation, scheduling, and monitoring of the data collection process. Collect anticipates that feeds of data will likely occur with different schedules and frequencies depending on their source. For example, demographic information from CRM or legacy operational systems might only need to be updated on a weekly basis, but transactional sources of data need to be updated daily, or in real-time . Collect is configurable in order to meet your needs.
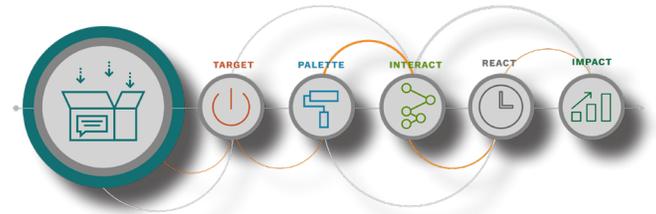
Tools in the user interface like the Import/Export Task Manager are a snap to master. The simple interface enables marketers to automate multi-step data upload, download, and transformation processes. Features like these make both one-time and recurring data tasks safe, reliable, and accessible for non-technical users. The end result is the standardization of processes that support any data exchange or data synchronization architecture.

Making Sense of It All – Clean, Normalize, Match and Merge
Core to Collect is the end-to-end data cleansing, normalization, matching and merging process that results in a complete and reliable set of customer data. Collect includes a proprietary matching process to accommodate various degrees of matching logic, and allows us to work with brands to develop their very own, and oftentimes unique, confidence-match criteria.

Anonymous customer visitor tracking allows you to selectively convert a previously unknown customer into a new or matched customer record. Once data has been loaded into Collect, it is available to QuickPivot's Target module, where impossibly-fast customer analysis and segmentation occurs. Multi-channel marketing is all about flexibility. There is no reason to wait months to build a 360-degree view of the customer. Brands can start one feed at a time, and be on a path to a full customer view in mere weeks.

About QuickPivot
QuickPivot delivers fast, powerful, easy-to-use software for smart and nimble marketers with big ideas. The QuickPivot Cross-channel, Campaign Management (CCCM) platform combines big data analytics, discrete customer journey insights, visual and intuitive segmentation and simplified customer journey mapping in one unified SaaS offering. A winner of several industry innovation awards, the QuickPivot platform enables marketers to deliver coordinated customer experiences across all channels, measure results in real-time, and refine marketing programs to improve performance. As brands look for cost effective ways to drive rapid campaign creation and execution, QuickPivot is emerging as the vendor of choice. That's why clients like Shutterfly, HP, Allen Edmonds, the NHL and over 20 channel partners are turning to QuickPivot as their new marketing hub.

(617). 880. 4000

33 Arch Street, 9th Floor
Boston, MA 02110

info@quickpivot.com