

# SPARQ

For Data Management Platforms

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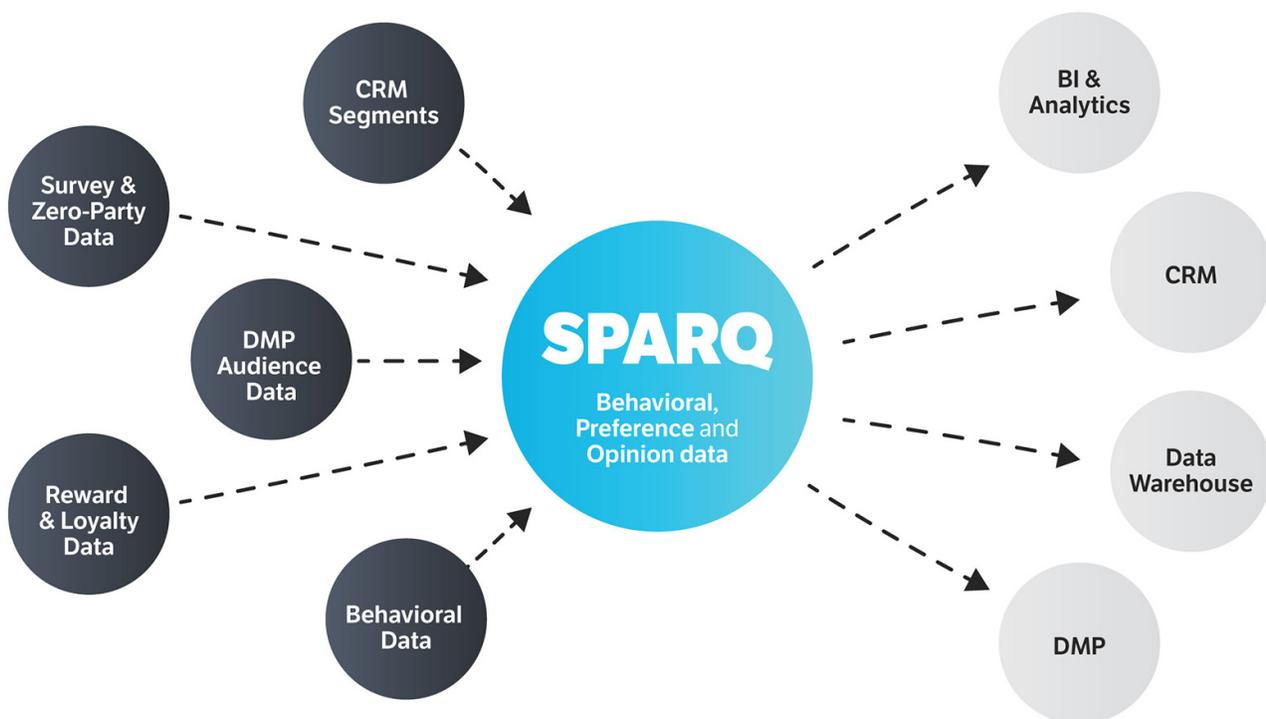
## Power your marketing team by integrating Sparq with your Data Management Platform.

You've made a key investment in your Data Management Platform (DMP). But is there a way to make it better? To make sure your customer data is highly segmented and actionable? Yes, with Sparq for DMPs.

Introduce a new kind of data to the ecosystem with a Sparq and Data Management Platform integration – Consent Data. The power of consent data is in its unparalleled access to your customers' attitudes, motives, and beliefs. Consent data is customer data collected with trust and transparency over time. Customers share precious information that you cannot get by simply watching their clicks online. They share and engage because consent

data is based on a mutually beneficial relationship. Customers sharing data through consent will tell you what they like, what they think, and most importantly *why* they buy and like the things that they do. No DMP alone can deliver like this.

Sparq insight communities are made up of thousands of customers who are engaged, interested in your brand, and have opted in to give you direct feedback. With a Sparq insight community, you can align a customer's digital footprint captured in the DMP with their insight community member record, and all the consent data – including opinion and sentiment – collected via Sparq.



● DATA INPUTS

● DATA AUGMENTATION FOR BUSINESS APPLICATIONS

## Benefits for the Insights Professional

Marketing technology and advertising technology are fast-growing sectors that rely on data management platforms and data science at their core. The marketing and sales activities these technologies support translate into hard ROI numbers for an organization. By augmenting the digital footprint collected in a DMP with consent data, insight professionals have an opportunity to greatly improve marketing and advertising activities and show an incremental lift in click-throughs and conversion rates that can translate to additional revenue for your organization.

- Assert yourself as the authoritative owner of the voice of the customer
- Broaden the reach of customer insights to impact business decisions within your organization
- Ensure marketing and advertising segmentation is highly targeted by augmenting DMP customer data with customer consent data

## Benefits for the Data Scientist

In your world, data is king and the more relevant data you have to work with, the better. It helps you model and define audiences who are like minded. But how do you know your models are accurate? Campaign testing tells you a little, but it cannot tell you whether your model hit the target or if its impact is correlated with campaign effectiveness.

With access to a Sparq insight community, you can directly validate your audience models.

## Benefits for the Marketing Executive

Marketing activity effectiveness is critical to your organization. You want to maximize your results, but costs must be controlled. Your sales teams cannot manage the entire funnel, you can't spam your entire customer base routinely, and you cannot pay for expensive and ineffective ads. Understanding your customers so you can have tight audience identification and audience suppression gives you a competitive advantage.

Inform your marketing by arming your data science teams so they can:

- Directly validate models
- Inform static data in the DMP with attitudinal data
- Inject new data points into their models and extrapolate to larger populations

- Engage directly with an audience subset at scale to find the motivation and intent behind customer buying behaviors
- Validate assumptions about customer life events and their customer journey
- Seed models with new data points gathered through a Sparq insight community

# SPARQ Makes It Easy

Because Sparq insight communities leverage a relationship-based approach in an environment of trust and transparency, your customers want to become members. Members have a full understanding of how the data they explicitly share will be used. This allows your customers to feel comfortable sharing information, and in turn enables you to uncover customer motivation, preferences, and beliefs. By sharing back insight community learnings and how this knowledge is powering your business decisions, your members feel empowered to continue to engage. On average, once someone joins a Sparq insights community, they stay for an average of 3.1 years and engage with your company on average 38 times over that period.

Collecting and acting upon data like this just isn't possible in a DMP alone. Sparq's progressive profiling develops rich profiles and deep segmentation that inform your DMP to make your customer data smarter and more actionable.

Vision Critical helps you from the start. Hundreds of customers rely on us to provide best practices and guidance for recruiting, research community management, and integration. Your Sparq insight community is an asset that you can leverage to achieve results across your business. Learn how to use it with your DMP and get started today

**See our platform in action**  
[www.visioncritical.com/sparqdemo](http://www.visioncritical.com/sparqdemo)