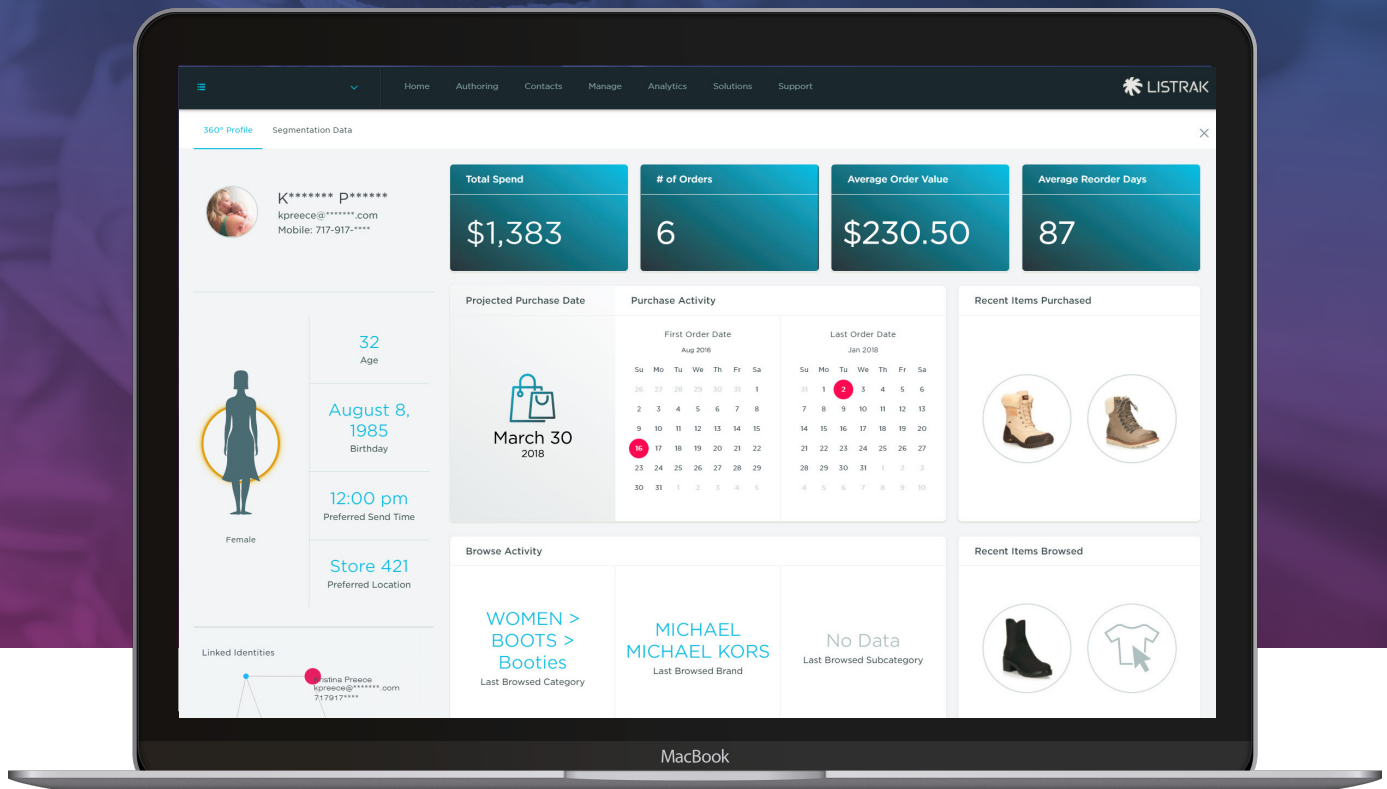


# Listrak Contact Card

## Single View of Customer Data



Listrak's Contact Card collects and syncs data from disparate sources from every touchpoint and device across the customer journey into a unified 360° profile, giving you true visualization of all customers, subscribers, site visitors, and anonymous users.

- Power your marketing decisions based on complete, living, unified 360° customer profile
- Eliminate fragmented data, expanding your view into known and unknown users
- Link multiple profiles into a single customer view - showing all contact information when multiple email addresses are found to have significant shared activity
- Insight into preferred send time and projected purchase date with Predictive Analytics
- Visualize brand, category, and subcategory affinity
- Explore a comprehensive view of recent purchase, browse, and message activity



#### AI Powered Marketing

Transform data from intent-based signals including transactional history, behavioral activity, and stage in the customer journey into actionable insights.

#### Built for Marketers

Structured to fully support your needs for personalized cross-channel campaigns, marketing analysis and business intelligence.

#### Anonymous User Tracking

Capture and store anonymous user data prior to subscription, then pair it with a consistent identifier to a single customer account.

#### Holistic Customer View

Glean truly actionable, data-driven insights faster and more accurately due to the robust contextual data derived from the centralized source.

#### Agile & Flexible

Configurable to specific needs to support changing environments and meet evolving brand requirements.

#### ROI Focused

Turn data into revenue. Visualize engagement and transactional insights to determine strategies that drive measurable lift.