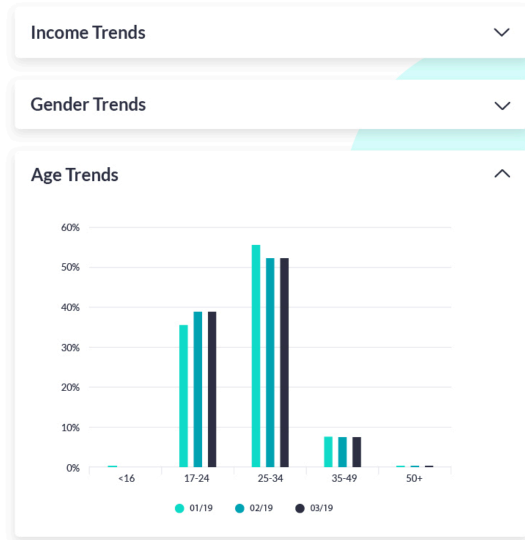
alli

Data for Audiences

Pair your first-party customer information with transactions and product data to explore insights and create Audiences.



1. GATHER DATA

Determine what customer data you want to send

This can include CRM lists, online and offline transaction data.

The more customer data we receive, the more valuable Audiences we can create.

2. SEND DATA

Setup recurring file drops to an SFTP

We will send you all the details you need to drop your CSV files in a secure location for us to ingest.

Your files should include a unique identifier in each row, such as email or phone.

3. ACTIVATE

Data will be segmented and sent to partners for media usage

Anytime you drop a new file we will update your audiences across all partners.

Highlights

Use your transaction data to connect your online media to offline purchases.

PEOPLE-DRIVEN

Targeting with first-party data ensures you're reaching actual customers and allows you to track their value over time.

SECURITY

We are SOC2 compliant and all PII data is hashed immediately upon processing. Additionally, your SFTP is unique to your data.

IMPROVE MATCH RATES

Using multi-key matching we see a 50-70% match rate across activation partners.

CUSTOM INTEGRATIONS

Integrate with custom audience partnerships specific to your brand, such as in-mail marketing.

SFTP Setup

SFTP CONNECTION

We will send you your username and password separately. You can use a free application like FileZilla or CyberDuck to test your connection to our SFTP connection.

Host: sftp.amp.pmg.com

Port: 22

Username: sent separately

Password: sent separately

TIP: If you're sending customer or transaction data from an existing CRM platform, check to see if it has an export to SFTP option.

SEND DATA

Upload your files in a CSV (Comma Separated Values) format to the SFTP folder. Each row should contain one unique identifier such as email or transaction id.

Drop your files into the **/writeable** folder in your SFTP directory. You can use additional sub-folders as needed within the writable directory.

NOTE: Security is extremely important to us. All PII data you send is hashed (encrypted and scrambled) before we pull it into Alli.

LET US KNOW

Once you have dropped your first file, let the team know so they can start pulling in and segmenting your audience and transaction data.

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Audience Compliance

1. USER OPT-OUT

User submits a request to be removed from targeting

This request can come through to PMG directly, or to you.

We will inform you of any opt-out requests that come directly to us.

2. USER REMOVAL

The user is removed from CRM lists

If we receive the removal request from a user, we will remove them and notify you to remove them.

The user will also need to be removed from your CRM platform to ensure the next Alli audience file drop does not re-add removed users.

3. ACTIVATE

Once a user is removed from Alli, push that change out to partners.

Anytime you drop a new file we will update your audiences across all partners, this includes removing users that have opted out and have been removed from your CRM list.

DID YOU KNOW

- We can automatically update audiences you're targeting, including the removal of users, across all audience partners you're activating through Alli.

THINGS TO NOTE ABOUT COMPLIANCE

- We comply with both the regulations of the California Consumer Privacy Act (CCPA) and General Data Protection Regulation (GDPR) on our Alli Platform.
- We will handle any deletion requests in accordance with any Data Security and Processing Agreement we may have in place with you.
- Please consult with your internal legal team regarding your specific obligations under Data Privacy Laws.

NOTE: Partners we work with, such as Google and Facebook, have internal methods and policies to comply with CCPA and GDPR .