AudiencePro Provides Promising Client Results

THE PROBLEM:

With restrictions on third-party cookies, utilizing first party data is more important than ever. AudiencePro, L2TMedia's Customer Data Platform, provides data collection, hygiene, and activation to deliver fully cross-channel experiences and optimize towards TrueLeads.

THE SOLUTION: AudiencePro

▶ Creates hyper-targeted audiences and provides an all-encompassing solution.

▶ Improves customer engagement and drives higher quality leads.

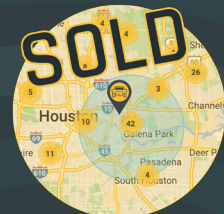▶ Connects with the ideal customer at the right time through the most effective channels.

DATA INGESTION → **HYGIENE AND SEGMENTATION** → **ACTIVATION** → **REPORTING**

PAID SEARCH

ENGAGEMENT RATE	ENGAGEMENT TIME	COST-PER-LEAD
+7%	+9%	-10%

PAID SOCIAL

ENGAGEMENT RATE	ENGAGEMENT TIME	COST-PER-LEAD
+2%	+14%	-63%