

**Leverage the power of your  
customer data – and uncover  
immediate revenue  
opportunities.**

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*“Clario changed our marketing –  
and our results.”*

**Matt Kjesbo**

*Director of Customer Insights & Analytics  
Northern Tool + Equipment*

**IMPOSSIBLY FAST. DANGEROUSLY ACCURATE.**



INTRODUCTION:

## What's Clario?

Clario is a new kind of customer data platform (CDP) called an Automated Audience Builder. Through high-powered machine learning, Clario finds the opportunities a typical CDP will miss and turns them into hyper-accurate customer audiences — and revenue opportunities — at the touch of a button.

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*"With its automatic audience uploads, Clario gives us super-relevant, up-to-date information — and saves our team a ton of time."*

**Abigail Young**

Media Manager  
Level Agency

## BACKGROUND:

### **Without Clario, sales are being missed.**

As retailers fight for every last dollar (and as the end of third-party data looms), the brands that stay out front will be the ones that mine their customer data for every last opportunity. This can't be done with data in silos and it can't be done with a bias toward certain marketing channels. **Only Clario provides hyper-accurate, one-click predictive models with channel-agnostic insights.**

## THE UNIQUE OFFERING:

### **How is Clario different from other CDPs?**

Clario equips your marketing team to target the right customers in the right places – with a speed and precision that's completely unmatched.

- No other CDP can provide tactical guidance in minutes (most take days or weeks).
- No other CDP analyzes customer behaviors going back several years (most only look at the past few hours/days/weeks).
- No other CDP can objectively pinpoint which marketing channels will move the needle and which won't (most are biased toward certain channels).
- And no CDP provides free coaching and support from a team of data scientists and strategy experts.

**Clario equips you to launch the most effective campaigns with the least amount of effort.**

## POTENTIAL IMPACT:

### **What kind of questions can Clario answer in 15 minutes or less?**

- How do we acquire more customers who are more likely to make a second purchase?
- How are we doing with retaining our customers? How exactly should we be targeting customers to keep them coming back? How can we increase their lifetime value?
- How do we create more multi-channel customers?
- What's the right frequency for targeting my customers so we can drive revenue without irritating them?
- How do I get my lapsed customers to buy again?
- Which customer attributes, and what kind of campaigns, should we be focused on to increase our customers' lifetime value?

**Clario clearly—and quickly—shows who your best customers are and how to create more of them.**

**To see client success stories, visit [www.clar.io/insights](http://www.clar.io/insights).**

## ***An invitation to explore Clario further.***

We invite your senior leadership team to schedule an exploratory meeting so you can see how Clario can support your marketing strategy, and drive sales.

## ***Conclusion***

Clario is a game changer for today's brands. Let's talk about how we can help you stay competitive and drive growth in an increasingly challenging retail landscape.

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*Clario is the only CDP that includes strategy, customization, and ongoing support from a team of audience-building wizards, to ensure your immediate and ongoing success.*



**Nate Goldenman**

President & CEO | Clario

<https://www.linkedin.com/in/nate-goldenman-1485ba6/>

# FAQ:

***Q: Will we be able to build one-click predictive models as fast as we actually need them?***

A: Yes. Clario builds hyper-accurate audiences in 45 minutes or less, often in just one click. No CDP is as accurate, as fast, or as easy. Your internal marketing team and external advertising partner will have the tools and support they need to execute their most strategic ideas, right at their fingertips.

***Q: Our data is unorganized. Do we need to fix that first?***

A: Nope. Clario takes your existing data in any format, with no prep work from you— no matter how messy it is.

***Q: Does Clario provide multi-touch attribution specific to audience-building?***

A: Clario not only shows you who to target for a specific campaign, but it also shows you exactly where to target them and which medium will work best for conversion. For example, email vs. direct mail vs. SMS.

***Q: What additional consulting fees do we need to account for?***

A: Coaching and support are included with a Clario subscription. This means you'll never receive a work order and you'll always receive personalized, strategic guidance and support from our data science team.

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*"The Clario team, right up through their CEO, is smart, responsive, and efficient – some of the best 'bang for the buck' we get across our entire technology footprint."*

**Jay Topper**  
EVP and CDO  
Chico's FAS, Inc.

