



Creating Customer Identities. Driving Marketing ROI

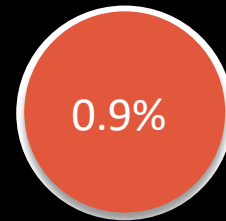


Every brand aims to deliver a **consistent,**
meaningful customer experience across channels

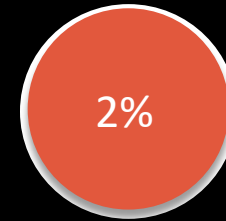
THE MARKETING TOOLS EXPLOSION: 7000+ AT LAST COUNT

Yet, Its a
leaky bucket!

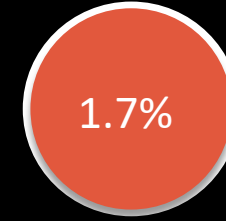
The \$1.2 Trillion Marketing industry operates with **less than 2% conversions!**



Avg. FB Ads CTRs



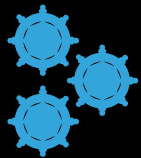
Avg. Google Ads CTRs



Avg. Email CTRs

UNIFIED CUSTOMER IDENTITY
IS THE KEY TO EFFECTIVE MARKETING

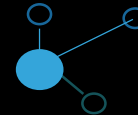
FirstHive is an Intelligent Customer Data Platform that helps Brands step-jump their Marketing ROI!



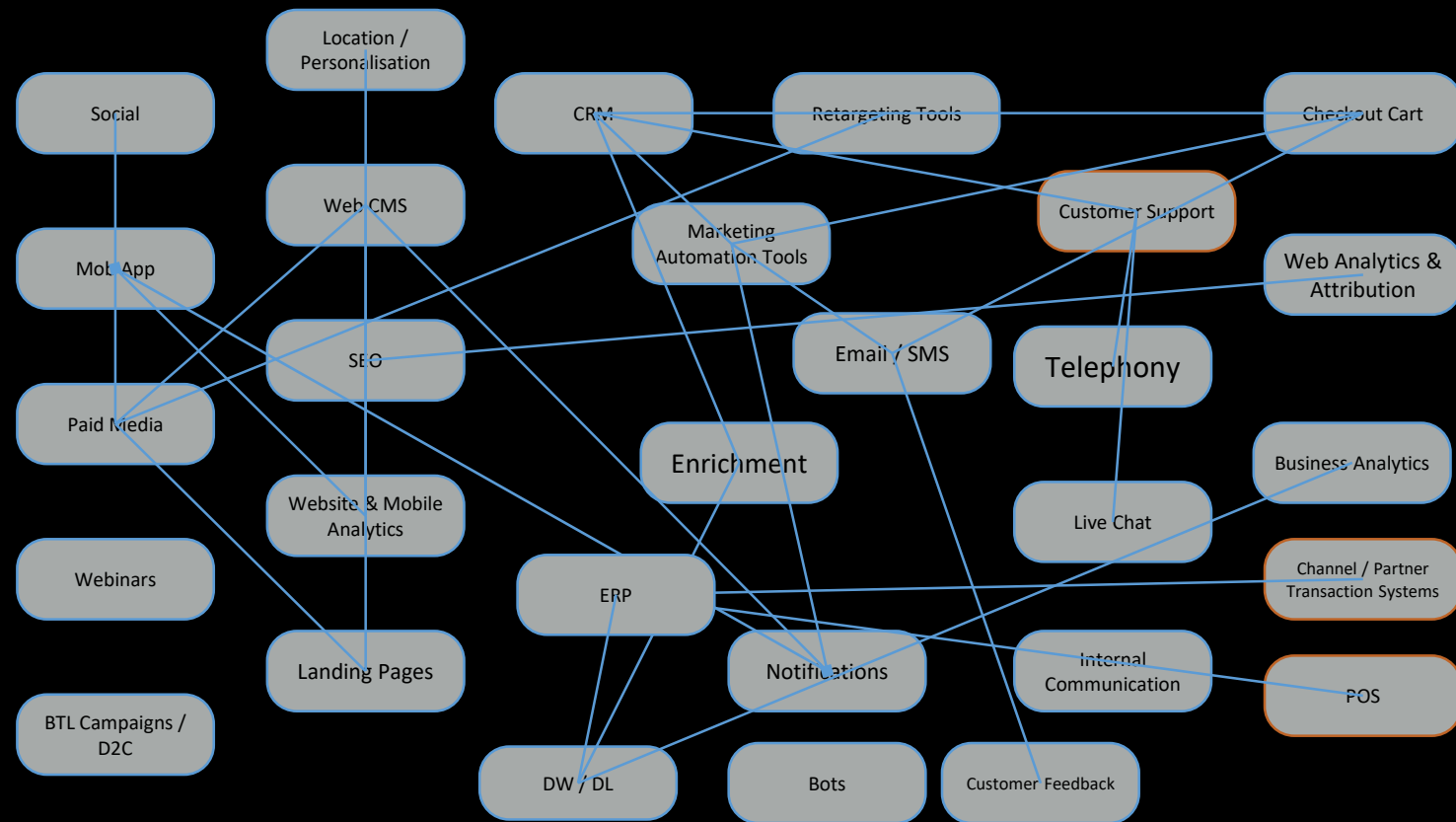
89 Live Integrations



World's 1st Unified Customer
Identity building with ML

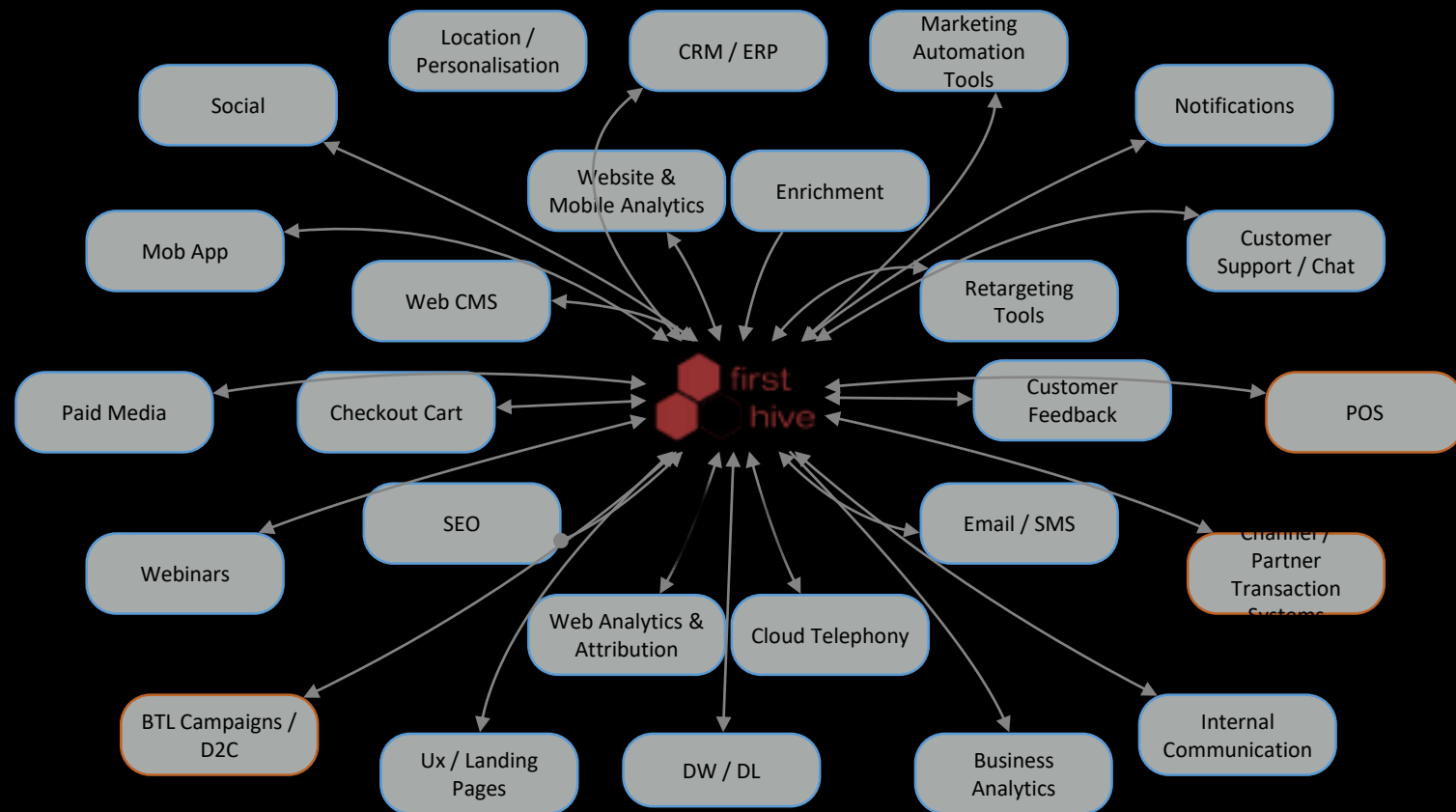


Predictive AI Layer for
Campaign Orchestration



Typical enterprise technology stack is **disconnected**

- ▶ Data is in Silos
- ▶ Incomplete data capture
- ▶ Broadcast channels dominate



Single System of Intelligence a.k.a. the
“Marketing Brain” as the enterprise’s **actionable**
First Party data store

- ▶ ML & AI led Marketing Optimisation
- ▶ Digital, Voice & Offline Data Sources
- ▶ Structured & Unstructured Data
- ▶ GDPR Compliant

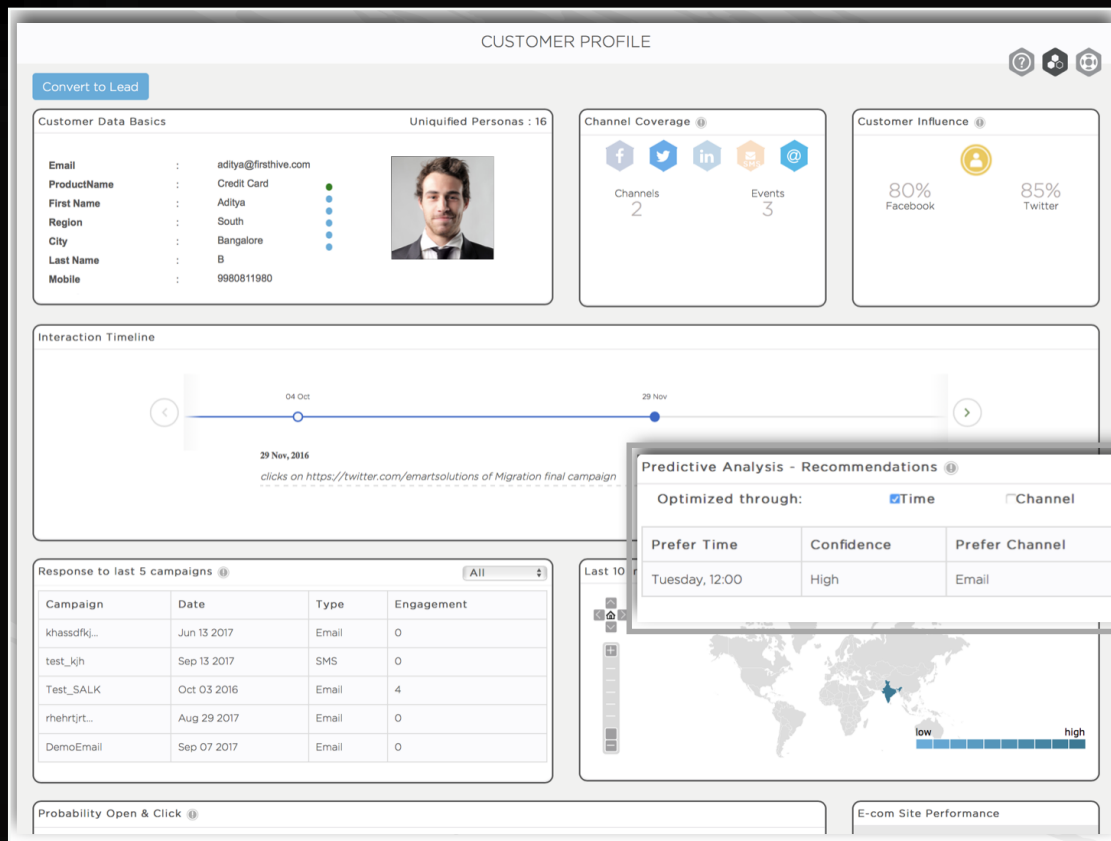
FirstHive's customers have experienced upto a **6X increase**
in their Marketing ROI metrics



\$4+ billion of Impact within 28
months from commercial live



Tracked 600 million events,
scaling to 2 billion events/day



Every Unified Customer Identity comes with
 Actionable Insights from **FirstHive's AI**



89 live Integrations in FirstHive today,
125+ by March 2019!

30 FirstHive deployments across **leading global** brands





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Thank you!

Key Awards & Recognition



Microsoft
For Startups



Avinash Shivaraj
avinash@firsthive.com