intentHQ + Nike: Unlocking Next-Level Behavioral Intelligence for Marketing Excellence

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Executive Summary

- Nike faces increasing pressure to engage consumers with precision while safeguarding their privacy.
- intentHQ enables Nike to increase campaign effectiveness and consumer engagement by leveraging accurate, real-time behavioral targeting.
- Our privacy-first platform drives sustainable marketing by transforming Nike's first-party data into actionable insights.
- Improves churn accuracy and maximizes ROI through seamless integrations with Nike's existing systems.

Nike's Key Challenges

- Difficulty engaging consumers with relevant messaging at optimal moments
- Underutilization of rich first-party data for personalization and segmentation
- Balancing highly targeted marketing initiatives with evolving privacy regulations
- Limited visibility into churn risk and customer lifecycle insights
- Need for seamless system integration to maintain agile campaign execution

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Why Behavioral Intelligence Matters Now

- Consumers expect hyper-personalized experiences that reflect real-time behavior
- Privacy regulations require marketing solutions built on trust, transparency, and control
- Real-time behavioral data reduces wasted ad spend and increases campaign relevance
- Sustainable marketing demands responsible use of data and respect for user privacy
- Enhancing churn prediction aligns marketing efforts with customer retention goals

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intentHQ Overview

- Enables management of complex customer profiles and hundreds of billions of data points
- Real-time campaign triggering based on accurate, up-to-the-moment consumer behaviors
- Privacy-first architecture designed to respect customer data ownership and compliance
- Sophisticated user segmentation using first-party data for personalized marketing
- Seamless integration with Nike's activation and marketing ecosystems

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Key Use Cases for Nike

- Targeted campaigns that activate precisely when consumers display intent signals
- Personalizing offers, content, and product recommendations using Nike's first-party data
- Boosting conversion rates by engaging customers at the highest-impact touchpoints
- Enhancing churn accuracy with actionable insights, enabling proactive retention programs
- Unlocking additional value through secure and privacy-compliant data exchange

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Business Impact & ROI

- Proven +65% increase in campaign conversion rates through better targeted engagement
- Improved churn prediction accuracy by 3.5%, enabling smarter retention strategies
- Potential to drive $4M in net new revenue over 5 years by maximizing data value
- Sustainable marketing with privacy compliance reduces regulatory risk and builds trust
- Enhanced operational efficiency via frictionless integration with Nike's existing platforms

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Proof Points & Credibility

- Trusted by clients managing over 325 million customer profiles and 250 billion data points
- Enabled 570% revenue growth for a major beauty retailer in Brazil through data-driven campaigns
- Delivered +65% higher campaign conversion rates across diverse customer segments
- Generated 3.5% improved accuracy in churn forecasting for leading enterprises
- Estimated $4M potential net new revenue over 5 years from optimized marketing investments

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Implementation Roadmap

1. Alignment & Discovery: Deep dive into Nike's data architecture and marketing objectives
2. Integration Setup: Connect Nike's first-party data sources and activation systems with intentHQ
3. Segmentation & Model Configuration: Build behavioral segments and predictive models tailored to Nike's needs
4. Pilot Campaign Launch: Real-time triggering on select use cases with monitoring and optimization

5. Expansion & Scaling: Roll out broader campaigns, automate workflows, and continuous improvement
6. Training & Support: Enable Nike teams to maximize platform usage with ongoing advisory services

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Next Steps

- Schedule a technical workshop with Nike's marketing and data teams to explore integration
- Review specific use cases and ROI projections customized for Nike's marketing goals
- Address any privacy or operational questions through a dedicated intentHQ expert session
- Define pilot scope, timelines, and success metrics for an initial engagement
- Establish executive sponsorship and cross-team collaboration for a successful rollout