



Expand the Possibilities of DATAHUB MEMBERSHIP

Alliant DataHub Membership is even more powerful for brands with the integration of digital behavior into Alliant solutions.

SAMPLE DATA ELEMENTS

SITE BEHAVIOR

Products & Content viewed, links clicked, time on the page, etc.

PURCHASE BEHAVIOR

Add items to cart, abandoned cart, conversion, etc.

CONTEXT

Time of day, browser type & site referral

Benefits of Digital Data in Alliant Solutions

Enhanced Representation of the Overall Marketing Mix

Break down silos and make an existing partnership even more valuable for the entire marketing department

More Opportunity with Expanded Use Cases

Build advanced segmentation and data enrichment strategies, leading to improved customer experiences

Multichannel Campaign Optimization

Predictive models can be tailored for specific channels, driving more ROI in digital and offline campaigns



Interested in shaping the future of the Alliant DataHub?
Contact your account executive to get started today.