

BLASTX

REAL-TIME EXPERIENCES FOR REAL PEOPLE

BRIDGE THE DATA GAP WITHOUT THIRD-PARTY COOKIES

Without third-party cookies, organizations will need to find new ways to understand customers and optimize digital experiences. By focusing on first- and zero-party data, BlastX enables you to gain key insights and deliver personalization at scale — all without a single third-party cookie.

GET A STRATEGIC SOLUTION TAILORED TO YOUR ORGANIZATION

Knowing your customers is the key to optimizing experiences, but this requires the right data.

Third-party cookies are crumbling fast with Google's decision to end support, but few brands have a plan for their next steps.

Avoid these negative impacts:



Inefficient Remarketing



Wasteful Ad Spend



Lack of Success Measurement

Leading brands understand that the future of digital experience is built on first- and zero-party data — and they're starting to prepare now.

THE BLASTX SOLUTION

The foundational structure for advertising, personalization, and digital experience optimization must be rebuilt, versus taking a "wait and see" approach.

Brands need to give top priority to first- and zero-party data now.



Balance Privacy & Personalization



Activate Data & Drive Value



Increase Customer Trust



Build Brand Loyalty

“Zero-party data is that which a customer intentionally and proactively shares with a brand. It can include preference center data, purchase intentions, personal context, and how the individual wants the brand to recognize [them].”

FORRESTER®

DIGITAL EXPERIENCE OPTIMIZATION: UNIFY YOUR FIRST-PARTY DATA

UNIFIED DATA FUELS A PERSONALIZED EXPERIENCE

1 UNIFY YOUR DATA

Centralizing data across your organization enables digital experience optimization across all brand touchpoints. De-siloed first-party data is more accurate, provides valuable insights, and is essential for strengthening customer engagement.

2 INTEGRATE WITH YOUR ENVIRONMENT

Our flexible solution utilizes industry-leading partner technologies to seamlessly integrate with your current marketing technology stack, creating a single customer view for unique personalization opportunities.

3 KNOW YOUR CUSTOMER

Go beyond first-party data to gain valuable insights into your customers' future intent and preferences. BlastX will help you incorporate critical zero-party data collection into your personalization strategy.

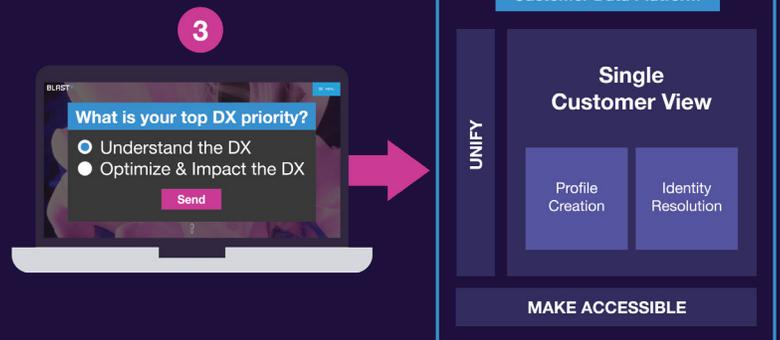
- Voice of Customer
- Preference Quizzes
- Loyalty Programs
- Account Registration

4 DELIVER ON YOUR BRAND PROMISE

Deliver highly relevant ads and content to nurture your target audiences through the customer journey, ensuring optimal digital experiences that drive engagement and conversion.

PREPARE TO PERSONALIZE – AND WIN

By getting ahead of the third-party cookie deprecation with a first- and zero-party data strategy, you'll have a solid foundation in place to understand your customers, deliver experiences that differentiate your brand, and outpace your competition.



Adobe Target

Google Ads

FACEBOOK
for Business

CRITEO

YouTube

READY TO BUILD TRANSFORMATIVE JOURNEYS?

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