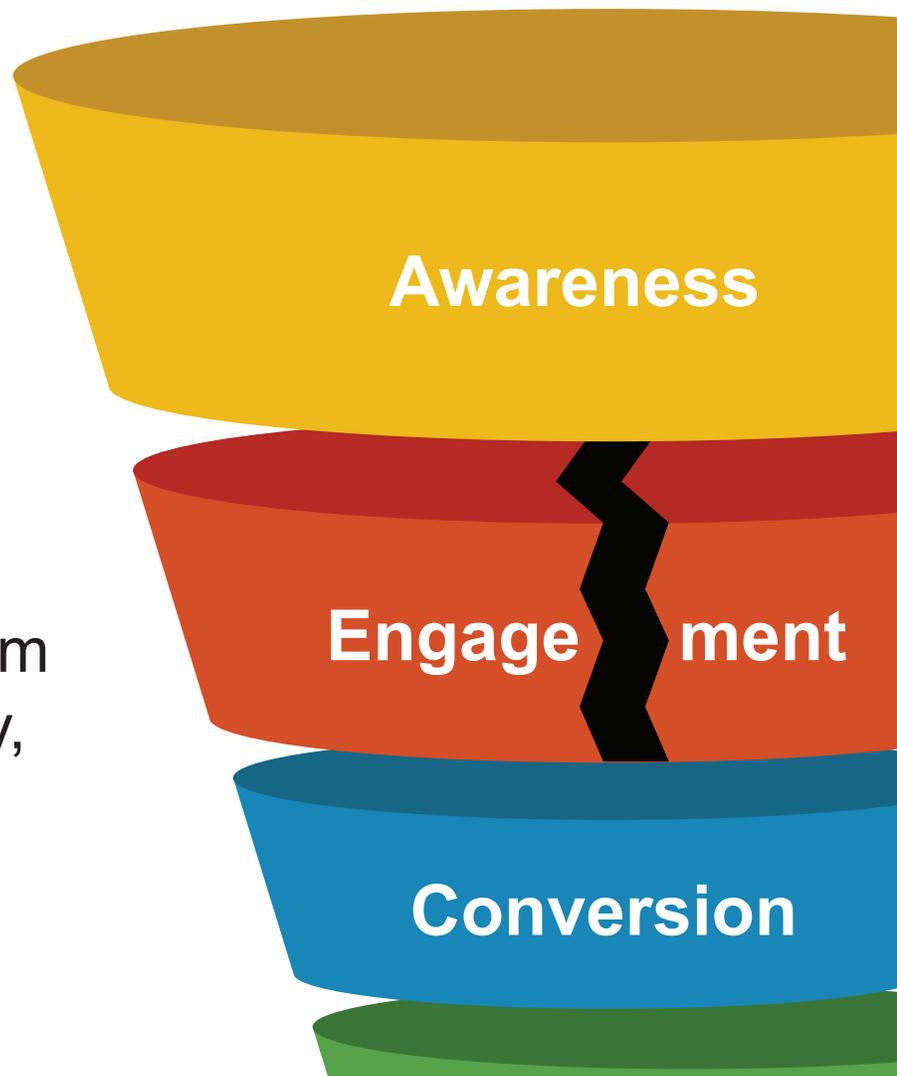# 90%
of web traffic is anonymous

Inability to reach **anonymous prospects** breaks your marketing process

AnonymousCRM™ from AcquireWeb can identify, segment and market to anonymous prospects

Awareness

Engage **ment**

Conversion

Your Marketing Funnel Is Broken

Last year brands spent, $200 billion on advertising and marketing resulting in:
- 90% of website visitors remaining anonymous
- 78% of shopping carts abandoned with no trace of who the individual was
- 40% to 80% of B2C revenue transacted with customers remaining anonymous and not opting in to receive further marketing messages

Today, the biggest challenge facing CMO's is to identify all potential customers not just the ones who register to receive your CRM communications!

The Solution - AnonymousCRM™

Imagine if you could identify, segment, and engage anonymous prospects and customers with multi-channel campaigns with no fragmentation of audience identity between channels (email vs display vs social)?

AnonymousCRM™ from AcquireWeb allows marketers to identify, understand, and segment your anonymous visitors and equally important, help you activate campaigns against these segments across email, social and display channels.

Audience Segment	🖥	📱
Aspirational Shopper	g+ 🖾	f ✉ 🖾
Prospect	✉ 🖾	✉ 🐦
Current Customer Non-CRM	f 🖾	g+ 🖾
Current CRM Customer You've Lost Track Of	g+ 🖾	f ✉ 🖾

The solution will scale based on the needs of each client. Whether that's expanding the campaigns geographical footprint, identifying and engaging look-a-like audiences that match your ideal customers, or simply optimizing your campaigns to engage your best performing audiences more frequently, AcquireWeb's AnonymousCRM™ solution will be configured to meet your needs.

AnonymousCRM Benefits

Intelligence
Identifiy, analyze, and segment 90% of web traffic that is unknown

Engagement
Connect with current non CRM customers and anonymous web visitors

Retargeting
Market to anonymous high level prospects across all media (including email)

Geo-Targeting
Neighborhood level engagement

AcquireWeb's AnonymousCRM™ Solution

AcquireWeb leverages advanced graph technology to help you understand the various segments of your AnonymousCRM™ audience.
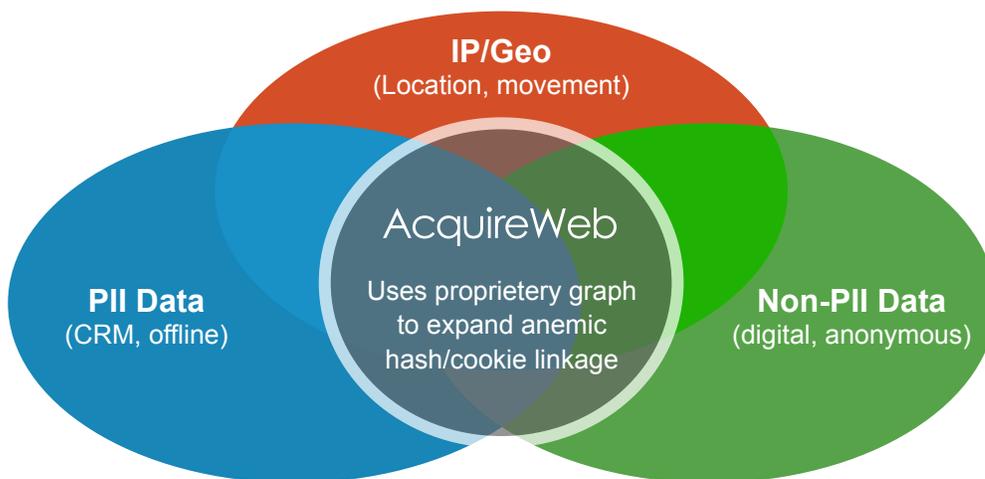
AcquireWeb offers the most transparent customer experience in the industry from audience creation through comprehensive measurement reports to ensure clients have visibility to how each audience segment is performing and what impact it's having on business objectives.

AcquireWeb will not look at consumers activities across the internet, we work directly with marketers to help them understand their first party data. We only want to see what the consumer makes public. Our view on privacy and stance on transparency in marketing metrics is a key differentiator by providing complete audience transparency from creation through execution to attribution.
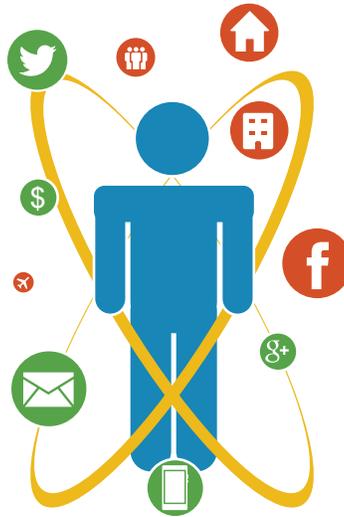
AcquireWeb Overview

Formed in 2002, AcquireWeb database intelligence and management services have successfully helped Global 2000 companies leverage existing customer relationships, lower online acquisition costs, create new cross-sell opportunities and improve their return on marketing investments.

IP/Geo
(Location, movement)

PII Data
(CRM, offline)

AcquireWeb
Uses proprietery graph to expand anemic hash/cookie linkage

Non-PII Data
(digital, anonymous)

Solution Components

AcquireInsight
1st party tag management
Tag and beacon management under your domain

AcquireGraph
Manage and resolve complex identity relationships to build a unified 360° view of your customers

AudienceCreation
Build audience segments to target across digital channels

AcquireOmni
Execute single or multi-channel campaigns targeting your ideal audiences across email, social and display channels