

# METRICSFLOW

Learning Visitor Content Consumption  
Across Platforms



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# Metricsflow

## Learning Visitor Content Consumption Across Platforms

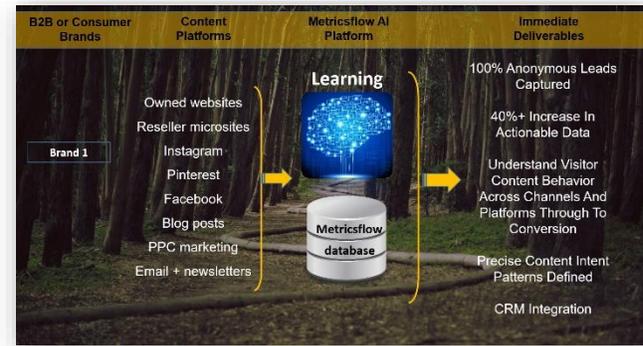
Metricsflow's non-cookie artificial intelligence technology follows a visitor's entire content consumption journey from the first point of content interaction to conversion, learning which channels, platforms, devices and content deliver the best customer experience and conversions.

Metricsflow creates a unique digital DNA identifier for every digital visitor across platforms and devices, enabling a clear and accurate history of the visitor's content consumption journey.

*Nothing is ever placed on a visitor's device! The proprietary AI technology collects information to create a unique identity that can be recognized cross-device and cross-platform.*

Unlike cookie technology, the unique DNA identifier cannot be deleted or blocked. As a result, up to 40% more data is collected from the same visitor volume.

The machine learning then uses the identifiers' engagement behaviors to generate patterns which describe segments (personas) with deep insight into channels, platforms and the effectiveness of every piece of content driving conversion or supporting retention efforts.



Designed to enable digital marketers to clearly understand their visitors' content journey from paid and unpaid marketing efforts across multiple platforms all the way through to conversion.

Armed with this knowledge, digital marketers can immediately apply the precise data and knowledge in several ways.

## CUSTOMER ACQUISITION / CHANNEL ATTRIBUTION

Today, Metricsflow enables users of Google Adwords/Adsense and other paid advertising platforms to attribute specific keywords and display ads to a visitor's unique ID and then digitally follow their content journey across all client-controlled platforms to conversion.

Easily implemented, this capability immediately allows digital marketers to see what combination of ads, keywords, channels, platforms and content produce the greatest conversion. Armed with this knowledge, they can focus their ad dollars and content development efforts in the most effective manner.

## LEAD MANAGEMENT / LEAD NURTURING

Metricsflow, through APIs, can integrate with existing CRM/MAP applications where the collected data can be used to automate hyper-personalized content delivery and sales interaction. The recommendation engine will, over time, acquire user actions of predictability and expose navigational recommendations to personalize customer experiences.

The unique ID data can be segmented by company affiliation. For those involved in account-based marketing, triggers can be setup based on specific content consumption patterns. Purchase intent characteristics are identified by the system, updating the CRM based on client requirements.

## CUSTOMER EXPERIENCE AND RETENTION

Content is at the core of any company's digital presence. Knowing precisely the origin, specific content consumed, when and in what order a visitor consumed your content, will empower digital marketers to quickly understand what content is most relevant to specific segments of the visiting public.

Delivering the right content, to the right audience, at the right time, increases engagement and reduces costs across the entire spectrum of the content marketing eco-system. Consistently, the data shows that the 80/20 rule applies to content consumption, where 20% of the content is directly related to visitor conversion and engagement. Knowing which 20% is most effective enables the creation of more relevant and effective content and improving the visitor or customer experience.

## IMPLEMENTATION

Metricsflow makes it easy to implement the AI tool across multiple platforms. For websites, a simple code in the header of all pages, forms and shopping carts is all that is required for learning to begin.

```
(function(m,e,t,f,l,o,w){
  m['_mFa'] = m['_mFa'] || []; m['_mFa'].c = l;
  w = e.getElementsByTagName('head')[0];
  o = e.createElement(t);
  o.async = 1;o.src = "https://"+f+".min.js"; w.appendChild(o);
})(window,document,'script','data.metricsflow.com/metFlow', '004-2');function
metF(){_mFa.push(arguments)};
```

Social media platforms can be easily integrated by providing Admin access to Metricsflow for API integration. Google Adwords/Adsense can be integrated with Metricsflow by clients within Google Admin. Programmatic platforms and any paid advertising platforms with API access may also be integrated.

## USE CASES

AI and machine learning capture huge amounts of data, but our objective is to deliver actionable knowledge.

**Individual Detail** – The unique DNA identifier enables marketers to see individual visitor content paths across channels. You can see where the content consumption began, when, where and what specific actions were taken over days weeks or months.

This is particularly useful to a sales team or marketer to gain insight into what a customer or prospect is thinking based on their content consumption habits over time.

**Aggregate Grouping** – Depending on the company, there can be literally thousands or more content pathways available to customers and prospects. Metricsflow enables you to quickly identify which of the content pathways chosen by a segment of the market produces the best conversion. This is market segmentation and can form the basis for personas.

**Account-based Marketing** – Metricsflow empowers companies who utilize account-based marketing in their sales and marketing efforts to learn from the content consumption patterns of individuals within specific companies. It is now possible to trigger specific content to be sent to an individual customer once they have viewed “x” pieces of content or engage a sales rep to make contact.

There are a great many more reports and custom views that can be developed given the tremendous amount of data being collected and the learning that takes place over time.

## METRICSFLOW HISTORY

While we hear such stories in Silicon Valley all the time, and may consider them cliché, it is exciting to see the evolution of Metricsflow come to fruition. Isaac Adejuwon immigrated from Nigeria to go to school in Canada. While studying at university he met some friends who together, identified a common problem in the world of marketing.

Cookies were the main tracking tool for many marketers but had many flaws. The team thought they could solve this problem and provide easy access to AI and machine learning at the same time.

Initial funding came from Communitech, a Canadian incubator, followed by Microsoft and the Canadian government. In 2016 Metricsflow began testing commercialization of their SaaS platform with companies including Chevron, Jan Kelly and other sizable companies.

Now, in 2018, Metricsflow is preparing to scale the distribution of their Digital DNA Identifier enabling marketers to **Stop Tracking and Start Learning** about the specific interests of visitors and customers based on their actual actions taken over time.

## CORPORATE PILOT PROGRAM

The way consumers and B2B buyers gain knowledge about the products and services they want has been changing rapidly over the past 3-5 years. Consumers are very comfortable researching people, products and services online, long before they ever speak to a sales person or contact the company.

Quality content delivered on all the platforms to be used by your prospects is the standard requirement for growing companies today. To be successful, you need to know what source, channel, platform, device, advertisement, and content pathway converts best for various types of prospective customers.

For a limited time, Metricsflow is accepting applications from companies wanting to learn much more about their visitors and who want to identify ways to improve the customer experience, develop more relevant content, reduce acquisition costs and increase conversion in a way that can be consistently replicated in an ever-changing world.

During the pilot program, DirectiveGroup provides full consultation and implementation of the Metricsflow tools at no cost to qualified companies, so they may see for themselves what information they have been missing and how they can use the new knowledge almost immediately.

To learn more about the Metricsflow pilot program, please contact:

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