Omnichannel Consumer Targeting Technology

Real-time technology to analyze consumer journeys and behaviors, **from point of need to point of purchase**, to design the best digital media and content.

Our powerful technology provides a 360° view of how consumers could encounter brands, allowing you to **capture every opportunity for strategizing digital media buy and decreasing production costs.**

Using AI/ML, the analysis of real-time consumer data leads to actionable recommendations for influencing behavior, **targeting the right consumer with the right content, at the right time and place,** to capture attention and drive higher satisfaction and sales.

Steps to Success

OSG o360 begins by developing **a community of consumers.**

After receiving consent, **data from search behavior is captured,** on computer and smart device browsers. Additionally, our app **tracks in-store behavior** using geofencing.

Data is captured in clickstream format, as well image, audio, and video unstructured formats, and is **analyzed in real-time to drive improved targeting through better placement of digital ads,** as well as using AI/ML to rapidly improve media content.

We deploy surveys and consumer trade-off measurements, using **ASEMAP™, our proprietary choice-based methodology,** to help understand deep motivations at every stage of the journey.

AI/ML models, calibrated from the community, are leveraged on wider audiences to deliver improvements in media buy and engaging content.
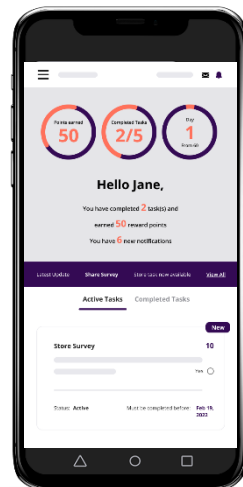
Tackling Business Challenges in CPG

Our technology delivers sales growth by analyzing every stage of the consumer journey and improving digital media and content, in real time.

- **Develop effective omnichannel communication strategies** across all potential environments for your consumers
- Measure brand awareness, purchasing behavior, and usage of your target audiences to **effectively personalize messaging to their needs**
- **Integrate all data sources**, from clickstream data to audio and video captures, to make more informed decisions
- Understand how to **capture and convert your competitors' customers**

For more information about OSG o360™, and our other solutions to your company's needs, **visit us at** osganalytics.com.