



PEOPLE-BASED MARKETING SUITE

PERSONALIZED CROSS-DEVICE SOLUTIONS TO REACH TODAY'S MULTI-SCREEN CONSUMERS

Consumers are everywhere, moving seamlessly through numerous entry and exit points, online and offline, throughout the consumer journey.

Gone are the days of predictable TV awareness, online consideration, and in-store purchase. Video content viewership is no longer confined by the television set and consumers are showing consideration through likes, saves, and adds.

In this age of multi-screening and non-linear paths to purchase, channel silos no longer make sense. What does make sense is focusing on what unifies all devices: People. As consumers move seamlessly from device-to-device, RhythmOne works alongside your brand to get back to mom-and-pop-store basics and create relationships with people.

RhythmOne's **People-Based Marketing Suite** forgets about the boundaries that outline each device and focuses on creating personalized experiences. Our cross-screen solutions enable you to have ongoing, seamless conversations with your existing and potential customers by reaching each individual, on an anonymized basis, across all of his or her devices.



Together with RhythmOne, you can:

- Build screen agnostic audiences based on consumer interactions with your brand
- Reach your owned CRM audiences across all screens
- Strengthen your brand story, develop meaningful conversations, and control message order across devices with retargeting and sequential messaging
- Customize how often you would like to reach your customers with universal frequency capping

Get Started Today: Start your journey with RhythmOne's People-Based Marketing Suite by contacting your RhythmOne representative | www.RhythmOne.com.

Country limitations may apply. Contact your RhythmOne representative of country availability.