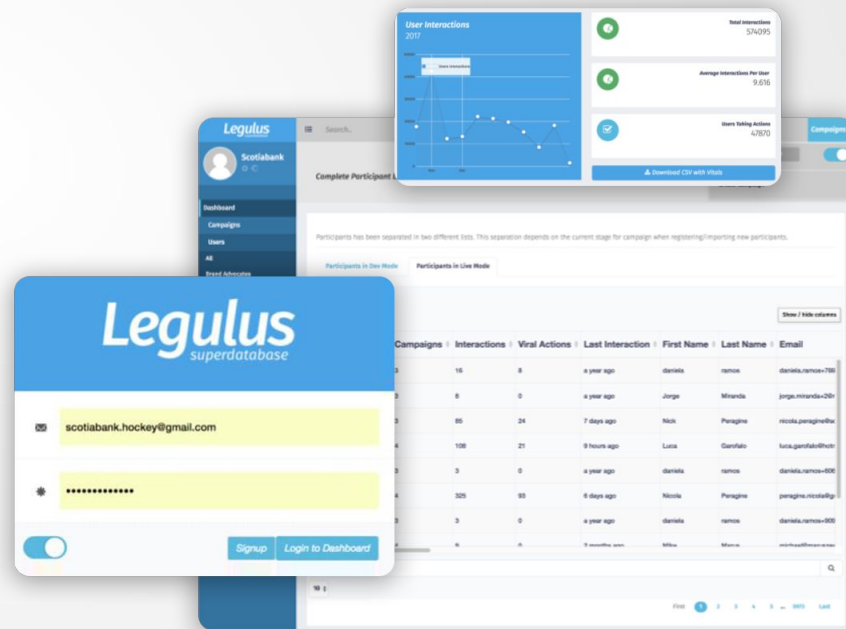


Data Management LEGULUS Overview

A powerful data management platform that integrates, stores and visualizes customer interactions overtime and across multiple campaigns and properties.

Implemented for Scotiabank in fall 2016



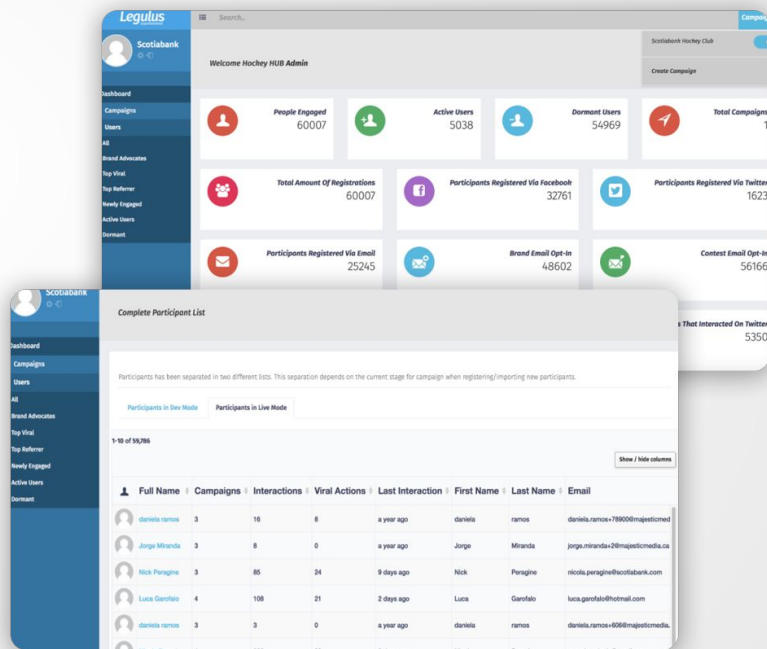
Data Management LEGULUS How it works

Dashboard: Real-time overview of all key stats of a campaign

Different view than what Google Analytics or typical CRM can provide

Look deeper than just registrations:

1. Engagement
2. Segmentation of users



Data Management LEGULUS User View

Capture & store history of all interactions. Not just email and first/last name.

Potential to predict churn/opt-outs and try to stop them before they happen

Find brand and program advocates.

The screenshot displays the Legulus user view interface. On the left is a navigation menu with options like Dashboard, Campaigns, Users, and Brand Advocates. The main content area shows a user profile for Nick Peragine, including a timeline of activities such as 'User joined', 'Login', and 'Applied Trivia Question'. Below the profile is a table of user interactions.

Full Name	Campaigns	Interactions	Viral Actions	Last Interaction	Facebook Share
Trevor Bass	4	616	458	8 hours ago	70
kevin creery	4	463	298	2 days ago	68
Ronnie Horton	4	460	320	20 hours ago	56
Piero Giorno	4	452	306	3 hours ago	71
Cindy Kirby	4	436	306	a day ago	60
Denise Jackson	4	417	271	2 hours ago	68
Jason Sheps	4	411	203	8 hours ago	68

Data Management LEGULUS Implementations

- Scotia Hockey Club
- WCOH Fan Village 2016
- SCCL 2017
- Scotiabank Futlosophy (launching Mar 2018)

