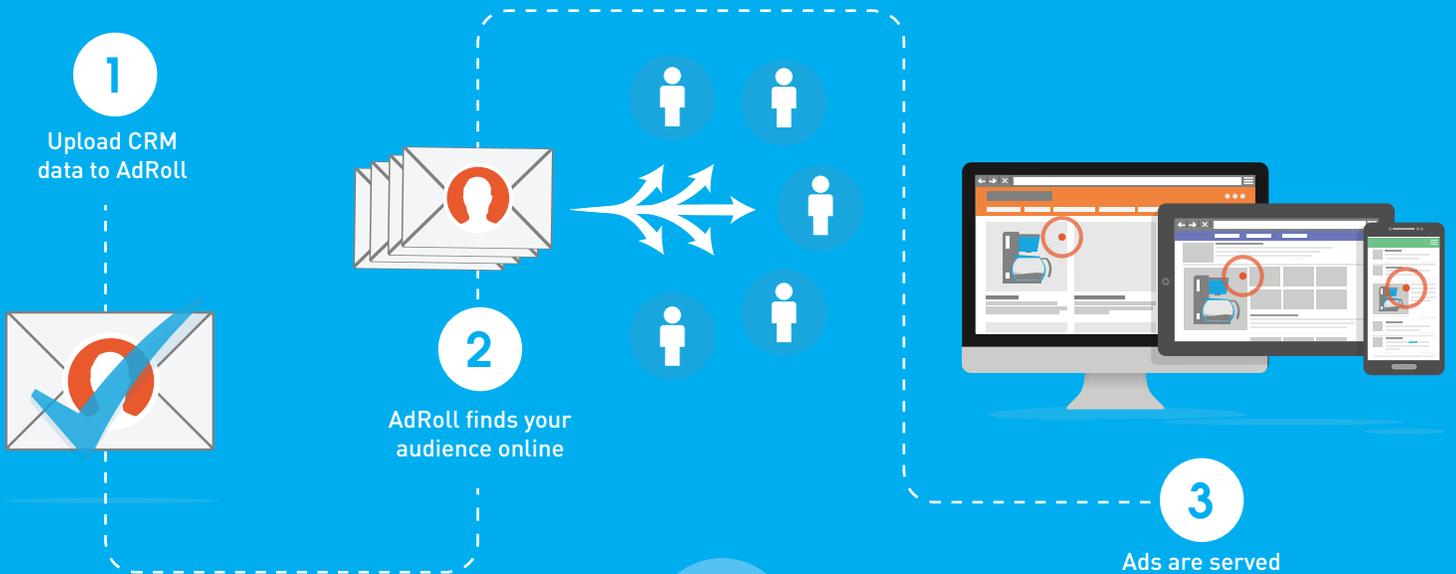


CRM Data Onboarding

Thinking outside the inbox



WHAT IT IS

CRM data onboarding helps you bridge the gap between your offline and online activities. Target your CRM lists—whether they represent existing customers, promising leads, or new prospects—with display ads across the web and mobile.

HOW IT WORKS

Upload your CRM data to the AdRoll dashboard and we will translate your email addresses into retargeting segments so you can reach your audience across the web.

USE CASES

Target in-store buyers: Use email addresses collected in-store to create previously impossible-to-create online segments.

Engage email prospects: Export a list from your email campaign of people who opened an offer email.

Reach seasonal customers: Target past seasonal visitors with special promotions.

BENEFITS

- **Supercharged CRM:** Discover even more ways to get value from your customer database.
- **Integrated marketing:** Bridge the gap between offline, email, and display campaigns.
- **Easy implementation:** Simply upload your CRM lists to AdRoll and you're ready to go.

"With AdRoll's CRM data onboarding, we were able to extend the reach of our database beyond the inbox."

—Jordan Yuck,
e-commerce and digital marketing manager

Kiehl's
SINCE 1851

Contact your account manager for more information, or upload your CRM list today.