



3CON Partners

# UTILIZING DATA FOR GOOD

3CON Partners is a strategic partner for its clients to drive strategies and activations to monetize client audiences.



## LOYALTY OPTIMIZATION

### LOYALTY OPTIMIZATION

The best business is repeat business. 3CON Partners helps clients maximize the value of its curated audience.

#### SERVICES INCLUDE:

- › Analytics Audit
- › Segmentation Audit & Build
- › Profile establishment
- › Segmentation Audit & Optimization
- › Systems Alignment
- › Reporting/Reconciliation for Opportunity Recognition



## MEDIA TARGETING, PERSONALIZATION & PLACEMENT

### MEDIA

Our client's media budgets serve as the outward face of their enterprises. 3CON Partners provides leadership on how to best place that budget to boost engagement.

#### SERVICES INCLUDE:

- › Strategic Profiling
- › Targeting
- › Platform Selection
- › Programmatic Vendor Vetting
- › Buying
- › Analysis



## DATA ASSET MONETIZATION & ALIGNMENT

### DATA MONETIZATION

Many of our clients come to us with large and sometimes unwieldy data infrastructures. 3CON Partners drives profit out of perceived data liabilities

#### SERVICES INCLUDE:

- › Audits & Strategy
- › Data Cleanse
- › Vendor Selection
- › Data Variable Alignment
- › System Alignment
- › Analysis

## OUR CLIENTS

We have had the privilege of collectively working with industry leaders in several verticals, bettering their data assets to achieve corporate goals. Client work includes:



JEFF O'NEILL, Principal, 3CON Partners P 617.763.8462 E joneill@3conpartners.com