

Below is a high level list of features in the Ascent360 platform. These are not in a specific order but are designed to offer insight into a full catalog of things that can be done within the platform.

In this article:

- [Data Integration](#)
- [Data Ingestion and Acquisition](#)
- [Data Hygiene](#)
- [Customer Matching](#)
- [Data Optimization](#)
- [Audience Segmentation](#)
- [Email Sending Platform](#)
- [Campaign Development](#)
- [Compliance](#)
- [Insight & Reporting](#)
- [Business Intelligence](#)
- [Customer Lookup](#)
- [Revenue Attribution](#)

## Data Integration

- Integrations to 100+ platforms including:
  - eCommerce platforms
  - Point of Sale (POS) systems
  - Enterprise Resource Planning (ERP) systems
  - Event management platforms
  - Ticketing platforms
  - Lodging and property management systems
  - Booking platforms
  - Golf course management
  - Loyalty management solutions
  - Inventory management systems
- Custom integrations upon request
- Marketing solution Integration agnostic to all integration systems and types including:
  - Email Integration
  - Facebook Ads Integration
  - SMS Integration
  - DMP Integration
  - Google Ads Integration

## Data Ingestion and Acquisition

- Pull from API
- Windows Service
- SFTP / FTP
- Amazon S3 Buckets
- Webhooks
- HTTPS Post
- Ascent360 Landing Pages/Forms

## Data Hygiene

- Email Hygiene and domain cleanup
- Nickname tables
- Phonetic Edits
- Common issue edits
- Expletive removal
- NCOA: National Change of Address validation
- CCOA: Canadian Change of Address validation
- CASS Certification: Coding Accuracy Support System
- Delivery Point Validation

## Customer Matching

- Matching and de-duplication of Individuals from multiple sources
- Creation of Individual, Residence and Household IDs
- Phonetic matching
- Nickname matching
- Persistent matching over time
- Match Breaking

## Data Optimization

- LAT/LON append
- Gender Identification
- Address Parse
- Address Standardize
- Data Append: 800+ Append Variables\*
- Reverse Address Append\*
- ECOA: Email Change of Address

## Audience Segmentation

- Ability to create custom audiences and segments with drag-and-drop functionality
- Ability to save Audiences
- On-the-fly raw counts
- On-the-fly audience counts
- Universe selection including individual, household and residence
- Dynamic File Generation

## Email Sending Platform

- Full drag-and-drop WYSIWYG email editor
- Responsive, mobile-optimized emails out-of-the-box
- One-time (ad hoc) sends
- Scheduled Sends
- Recurring Sends
- Test Lists, Seed Lists, and Suppression Lists
- Email engagement reporting data
- Email send reports and subscriber reports

## Campaign Development

- Ability to mix and suppress audiences
- Selection of random, nth, and percentile matches
- Automated deployment
- Scheduled deployment

## Compliance

- Software Forced compliance with GDPR, CASL And CAN-SPAM
- Individual level SPAM Law Authority

## Insight & Reporting

- 50+ out of the box charts and graphs
- 50+ derived variables and custom aggregates
- Ability to create additional custom aggregates
- Recency, Frequency, and Monetary (RFM) Scoring

## Business Intelligence

- Custom report development

- Dashboards
- Charts / Graphs / Tables
- Custom Metric development and KPI's
- Storyboard development
- Heatmaps and Geo-location

## **Customer Lookup**

- Ability to search customers by name, address email and see all data associated with the individual

## **Revenue Attribution**

- Email Revenue Attribution
- Direct Mail Revenue Attribution

The above list of features is not comprehensive but represents most of the features available within the Ascent360 platform.