

Problem Statement

- 1. Brands are looking to
 - Monetize their insights with non competing brands without sharing PII data.
 - Leverage 2nd party insights of non competing, complementary brands to execute finely crafted Acquisition Offer campaigns to sharply defined nano segments of the insight partner
- 2. Customer Engagement/Campaign management platforms(CEP AND CMP) executing retention programs for brands using sandboxed , first party data are looking to expand their portfolio of offerings to drive business growth.

Rubix Insight Exchange Solution



- Who can deploy the solution : CEPs and CMP.
- Value Proposition for brands on the Insight Exchange
 - full control and flexibility of pricing for the Insight provider(1st party brand)
 - Insight Consumer (2nd party brand) can quickly launch multiple, highly effective targeted acquisition campaigns
 - with minimal additional infrastructure and effort
- Value Proposition for CEP /CEM
 - Two New differentiated offerings beyond retention marketing for every brand in the portfolio with clear incremental revenue and stickiness benefits.

Step 1 – Customer Engagement Platform

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- Create a VM on AWS/Azure/GCP.
- Download Rubix Insight Exchange App(comes with Rubix Node) and become administrator by default
- Create IE tokens denominated to the local fiat currency
- Configure signed up brands on the exchange and assign IE tokens
- Invite brands to join the exchange via link
- Brands clicking on the link can download the component of the Insight Exchange App (comes with Rubix node) for brands.

Step 2 – Insight Provider(Brand X)



- Brand X whitelists all brands on the exchange it is willing to share Insights with.
- Brand X from their first party insight store will create list of
 - Generic Tags for any Brand wanting to run campaigns to define the high scope (for Eg : Cities :A, B, C ; Gender : Male/Female: Age : 20 to 30,30-40, 40-50)
- Brand X would configure Long list of Rich tags it would like to share (beyond the aforementioned generic tags) and
- Define Tag monetization logic
 - ✓ Generic Tags 'a' tokens per delivered SMS
 - ✓ any 2 Rich Tags 'x' IE tokens per delivered SMS
 - ✓ any 4 Rich Tags 'y' IE tokens per delivered SMS
 - ✓ any 5 Rich Tags 'z' IE tokens per delivered SMS
- System would generate notifications to all whitelisted brands on the exchange.

Step 3 – Insight Consumer(Brand Y)



- Brand Y is intending to run a segmented acquisition offer and is looking for a right partner with rich insights.
- Brand Y has received notification that Brand X is willing to share insights and evaluates the
 - Generic Tags that brand X has offered to define the high level scope(for Eg : Cities :A, B, C ; Gender : Male/Female: Age : 20 to 30 ,30-40, 40-50)
- Brand Y raises a request to Brand X with selection from Generic Tag (For Eg City: A, Gender: Female, Age :20-30).
- THIS REQUEST WOULD BE RECORDED ON THE BLOCKCHAIN and a Transaction Hash key is generated and made available to BRAND X.

Step 4 – Insight Provider(Brand X)



- Brand X would be notified of the request (with transaction id and transaction hash key to be used)
- Brand X would extract the list on the generic tags ie. City: A, Gender: Female, Age :20-30.
- Apply the transaction hash to PII in the extracted data with Rich Tags and make it available for Brand Y
- Brand Y would run exploratory analytics and create segment-offer mapping for Brand X execute the campaign from its account.

Step 5 – Insight Consumer(Brand Y)



- Brand Y will slice and dice using any desired combination of rich tag insights provided by Brand X.
- Brand Y will finalize single or multiple segments with any combination of tags made available by Brand X after evaluating the Count and Cost of running the segmented campaigns
- Brand Y would request Brand X to run.
 - Offer 1 on Segment 1
 - Offer 2 on Segment 2
 - Offer 3 on Segment 3
- This request would be considered as an agreement to the Rich Tag pricing of Brand X and WOULD BE RECORDED ON THE BLOCKCHAIN.
- IE tokens of Brand Y are blocked till the end of the campaign contract.

Step 6 – Data Provider(Brand X)

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- Brand X would be notified of the segmented campaign request of Brand Y
- Brand X (with the knowledge of PII-Hash data mapping in its secure first party data lake) will run multiple offer campaigns on defined segments of brand Y.
- Brand X would extract granular segment wise Delivery Report and WRITE TO THE BLOCKCHAIN against the transactionId
- Blocked IE Tokens of Brand Y basis the computation of % delivery in each segment would be transferred to Brand X.
- Any residual tokens would revert back to Brand Y.

This WOULD close the smart contract transaction between BRAND X and BRAND Y.