

**Leverage the power of your  
customer data — and uncover  
immediate revenue  
opportunities.**

---

*“Clario changed our marketing —  
and our results.”*

**Matt Kjesbo**

*Director of Customer Insights & Analytics  
Northern Tool + Equipment*

**IMPOSSIBLY FAST. DANGEROUSLY ACCURATE.**



## INTRODUCTION:

# What's Clario?

Clario is an Automated Audience Builder built to supercharge your existing CDP and your agency partners. Through high-powered machine learning, Clario finds the opportunities a typical CDP will miss and turns them into hyper-accurate customer audiences — and revenue opportunities — at the touch of a button.

---

*"With its automatic audience uploads, Clario gives us super-relevant, up-to-date information — and saves our team a ton of time."*

**Abigail Young**

Media Manager  
Level Agency



## BACKGROUND:

### ***Without Clario, sales are being missed.***

As retailers fight for every last dollar (and as the end to third-party data looms), the brands that stay out front will be the ones that mine their customer data for every last opportunity. This can't be done with data in silos and it can't be done with a bias toward certain marketing channels. ***Only Clario provides hyper-accurate, one-click predictive models with channel-agnostic insights.***

## THE UNIQUE OFFERING:

### ***How does Clario supercharge your CDP?***

Clario fills in the gaps most CDPs miss, so you're better equipped to target the right customers in the right places — with a speed and precision that's completely unmatched.

- Clario provides tactical guidance, custom audiences, and insights in minutes. Most CDPs require days or weeks.
- Clario analyzes your customer behaviors going back several years. Most CDPs only look at the past few hours/days/weeks.
- Clario objectively pinpoints which marketing channels will move the needle, and which won't. Most CDPs are biased toward certain channels.
- Clario provides free coaching and support from a team of data scientists and strategy experts. Most CDPs require work orders and upcharges for additional consultation.

***Clario equips you to launch the most effective campaigns with the least amount of effort.***

## POTENTIAL IMPACT:

### ***What kind of questions can Clario answer in 15 minutes or less?***

- How do we acquire more customers who are likely to make a second purchase?
- How are we doing with retaining our customers? How should we be targeting customers to keep them coming back? How can we increase their lifetime value?
- How do we create more multi-channel customers?
- What's the right frequency for targeting my customers so we can drive revenue without irritating them?
- How do I get my lapsed customers to buy again?
- Which customer attributes, and what kind of campaigns, should we be focused on to increase our customers' lifetime value?

***Clario clearly—and quickly—shows who your best customers are and how to create more of them.***

***To see client success stories, visit [www.clar.io/insights](http://www.clar.io/insights).***

## ***An invitation to explore Clario further.***

We invite your senior leadership team to schedule an exploratory meeting so you can see how Clario can support your marketing strategy, supercharge your CDP, and drive sales.

## ***Conclusion***

Clario is a game changer for today's brands. Let's talk about how we can help you stay competitive and drive growth in an increasingly challenging retail landscape.

---

*Clario is the only audience builder that includes strategy, customization, and ongoing support from a team of audience-building wizards, to ensure your immediate and ongoing success.*



**Nate Goldenman**

President & CEO | Clario

<https://www.linkedin.com/in/nate-goldenman-1485ba6/>

# FAQ:

***Q: My CDP already builds audiences. Why do I need Clario?***

A: Clario builds hyper-accurate audiences in 45 minutes or less, often in just one click. No CDP is as accurate, as fast, or as easy—which means you'll be able to supercharge your existing capabilities. Your internal marketing team and external advertising partner will have the tools and support they need to execute their most strategic ideas, right at their fingertips.

***Q: Will we be able to build one-click predictive models as fast as we actually need them?***

A: Yes. Clario builds hyper-accurate audiences in 45 minutes or less, often in just one click. No CDP can do this as quickly, accurately, or easily—which is why Clario is a smart way to supercharge your current capabilities. With Clario, your internal marketing team and external advertising partner will have the tools and support they need to execute their most strategic ideas, right at their fingertips.

***Q: Our data is unorganized. Do we need to fix that first?***

A: Nope. Clario takes your existing data in any format, with no prep work from you—no matter how messy it is.

***Q: Does Clario provide multi-touch attribution specific to audience-building?***

A: Clario not only shows you who to target for a specific campaign, but it also shows you exactly where to target them and which medium will work best for conversion. For example, email vs. direct mail vs. SMS.

***Q: What additional consulting fees do we need to account for?***

A: Coaching and support are included with a Clario subscription. This means you'll never receive a work order and you'll always receive personalized, strategic guidance and support from our data science team.

---

*"The Clario team, right up through their CEO, is smart, responsive, and efficient – some of the best 'bang for the buck' we get across our entire technology footprint."*

**Jay Topper**  
EVP and CDO  
Chico's FAS, Inc.

