xeerpa

The #1 Social Media Profiling solution

Hello!

Xeerpa is the most advanced **Social Media Profiling solution**, a Big Data Software as a Service (SaaS) designed to help Marketing teams obtain **the most advanced individual social media profile of each customer and fan** of their brands in the social networks.

Xeerpa is based in **Madrid**, Spain, and has been awarded with various innovation awards such as the European Union's **H2020**, **BBVA Open Innovation** or **NTT Data Innovation Challenge**.

www.xeerpa.com

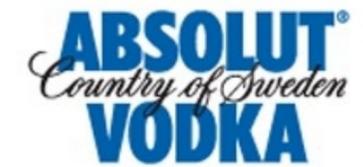# How well do you know your consumers, prospects and fans?

If we knew their individual interests, favourite brands, lifestyle, interests, favourite locations, music, sports... wouldn't it be easier to create more personalised and effective content recommendations and experiences?

Proud to work for...

UEFA Champions League champions

TURESPAÑA España

Key benefits

✅ **The most advanced social media profile: +400 attributes per user**
Name, Email, Age, Gender, Lifestyle, Interests, Influence, Engagement, Fan Value, Personality traits… for each user.

✅ **Complete integration with data platforms**
Empower your Customer-Centric strategies integrating Xeerpa with the CRM, CDP, DWH and Marketing Automation.

✅ **Enrich your Customer profile and qualify new prospects, identifying:**
- Lifestyle and affinities of each fan and segment, including favourite brands and communities
- Micro-Influencers and Club Ambassadors
- Key audiences for targeted campaigns
- Location information and visited places
- Key insights for your sponsors, broadcasters and partners
- And more.

✅ **Advanced Buyer-Persona generation**
Identify key features of each customer group.

✅ **100% Match in Facebook ads**
Target the correct audiences in Facebook to maximise the efficiency of your digital marketing budget.

✅ **Improve the overall performance of your campaigns**

+34%
increase in the open rate of your
Email Marketing Campaigns

+15%
improvement in the Click-Through
Rate of your advertising

xoorpa

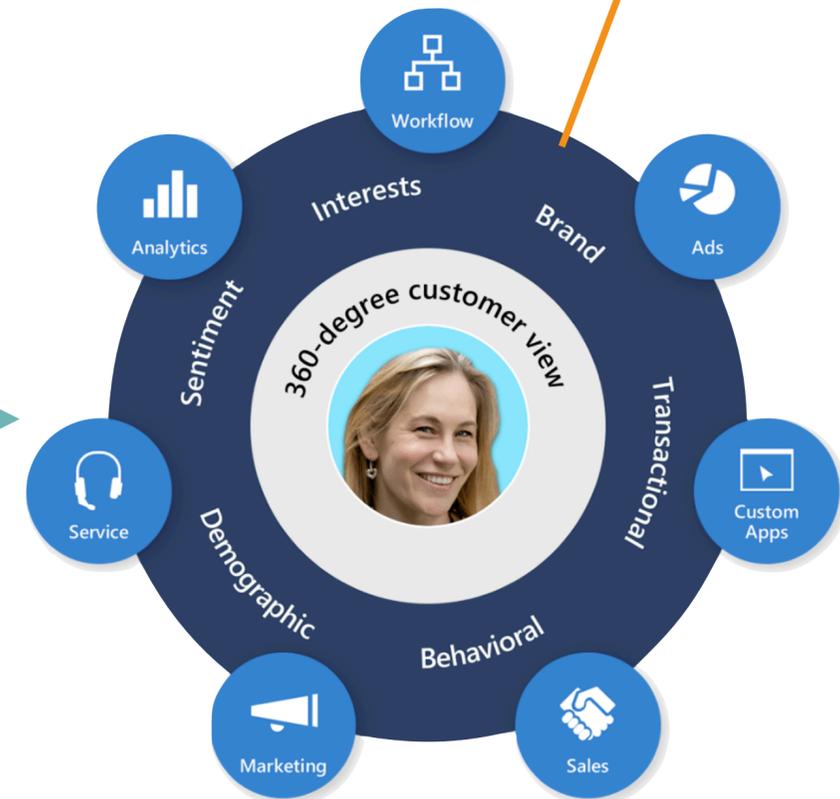# The most advanced individual social media profile
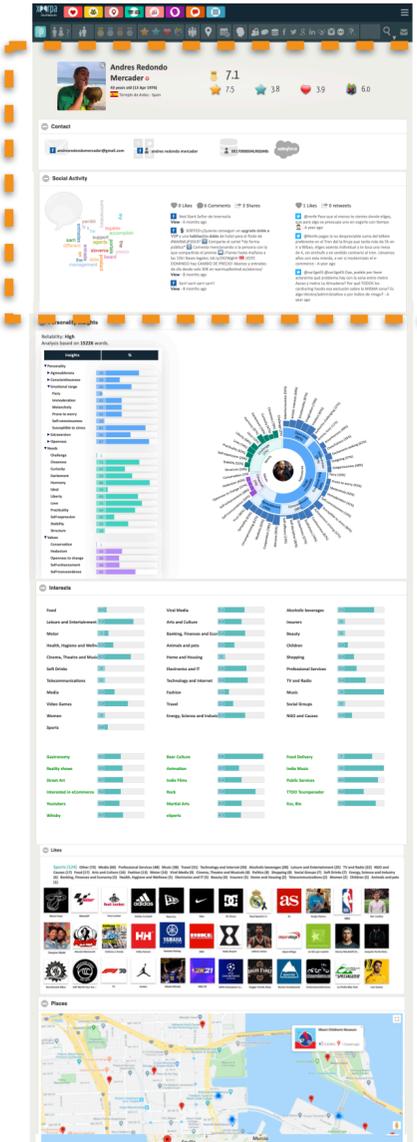
xoorpa
Dashboards

Andres Redondo Mercader ⊗

43 years old (13 Apr 1976)

🇪🇸 Madrid, Spain

🏅 **7.1**

⭐ 7.5 ⭐ 3.8 ❤️ 3.9 🛡️ 6.0

Contact

✉️ andresredondomercader@gmail.com

👤 andres redondo mercader

👤 0017000004LRGbMb CRM

Social Activity

❤️ 0 Likes   💬 6 Comments   ↗️ 3 Shares   ❤️ 1 Likes   ↗️ 0 retweets

f Ned Stark Señor de Invernalia
View - 6 months ago

f 🔔 SORTEO⭐¿Quieres conseguir un **upgrade doble a VIP** y una **habitación doble** de hotel para el finde de #WARMUP2019? 1️⃣ Comparte el cartel *de forma pública* 2️⃣ Comenta mencionando a la persona con la que compartirás el premio ➡️ ¡Tienes hasta mañana a las 15h! Bases legales: bit.ly/2K2WghH 📣 ¡ESTE DOMINGO hay CAMBIO DE PRECIO! Abonos y entradas de día desde solo 30€ en warmupfestival.es/abonos/
View - 8 months ago
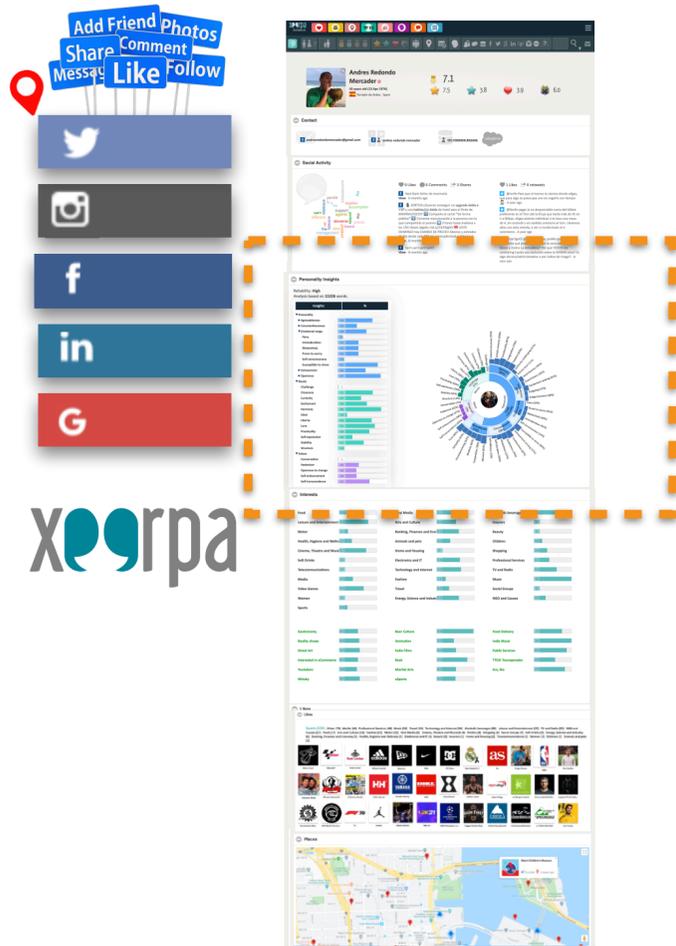
f Sarri sarri sarri sarri!
View - 8 months ago

🐦 @renfe Para que al menos te sientes donde eliges, que para algo se preocupa uno en cogerlo con tiempo - A year ago

🐦 @Renfe pagas la no despreciable suma del billete preferente en el Tren de la Bruja que tarda más de 5h en ir a Bilbao, eliges asiento individual y te toca una mesa de 4, sin enchufe y en sentido contrario al tren. Llevamos años con esta mierda, a ver si modernizais el e-commerce - A year ago

🐦 @car2goES @car2goES Oye, podéis por favor aclararme qué problema hay con la zona entre metro Ascao y metro La Almudena? Por qué TODOS los carsharing hacéis esa exclusión sobre la MISMA zona? Es algo técnico/administrativo o por índice de riesgo? - A year ago

✅ Name, Email

✅ Birthday, Age

✅ City

✅ Engagement and Influence scores

✅ Social Network ID

✅ CRM ID

✅ Comments, Posts, Hashtags, Keywords

The most advanced individual social media profile

The most advanced individual social media profile

Interests

Interest	Score	Interest	Score	Interest	Score
Food	4	Soft Drinks	5.4	Alcoholic beverages	6.5
Leisure and Entertainment	4.2	Arts and Culture	2	Insurers	5.1
Media	5.4	Banking, Finances and Economy	5.3	Beauty	2.3
Health, Hygiene and Wellness	3	Animals and pets	1.4	Children	1
Cinema, Theatre and Musicals	1.6	Home and Housing	1.2	Shopping	2.2
Sports	10	Electronics and IT	2.9	Professional Services	5
Telecommunications	5.1	Technology and Internet	6.4	TV and Radio	3.5
Motor	7.7	Fashion	3.1	Music	4.6
Video Games	0	Travel	6.5	Social Groups	5.4
Women	2.8	Energy, Science and Industry	5.3	NGO and Causes	5.2
Viral Media	1.8				

Interest	Score	Interest	Score	Interest	Score
Savings	4.8	Business events	6.9	Motor	3.9
Fitness Lovers	3.9	Musicals Lovers	4.5	Gastronomy	9.7
Vegans	5.9	Stocks and Trading	4.8	Beer Culture	9.9
Cycling	10	Mothers	5.3	Food Delivery	4.9
Indie Music	7.1	Surf	7.2	Emotional health	4.6
Ski / Snowboard	4.2	Skate	5.8	Public Services	6.5
Cosmopolitan	8.5	Haute cuisine	4.3	Interested in eCommerce	4.1
Rock	4.4	Sushi	4.7	Urban Biking	10
Asian Culture	7.5	Private Transport	6.8	Youtubers	3.6
Environment	9.6	Classical Music	4.3	Mountaineering	8.3
Liquors	4.8	Cider	4.8	NYC	4.3

Music (21)   Arts and Culture (20)   Other (19)   Travel (14)   Professional Services (13)   TV and Radio (13)   Fashion (13)   Sports (11)   Food (11)   Leisure and

✓ Predictive interest

✓ +250 Categories

✓ 0 to 10 scoring

The most advanced individual social media profile

Favourite brands, communities, celebrities

Visited places

Data normalisation

How? Social Login 2.0

Facebook   **Twitter**   **Instagram**   **Twitch**   **YouTube**   **Spotify**   **VK**   **Weibo**
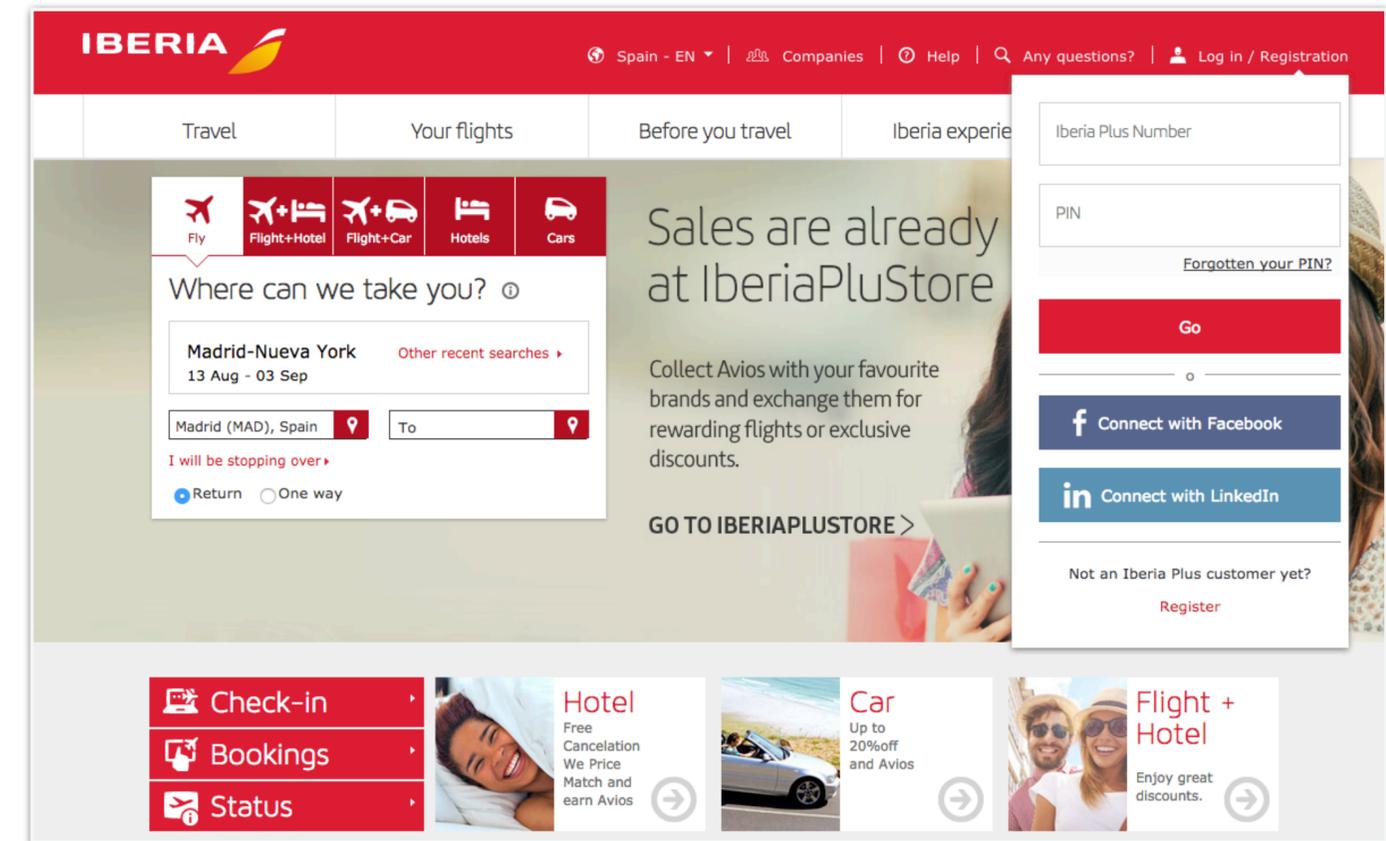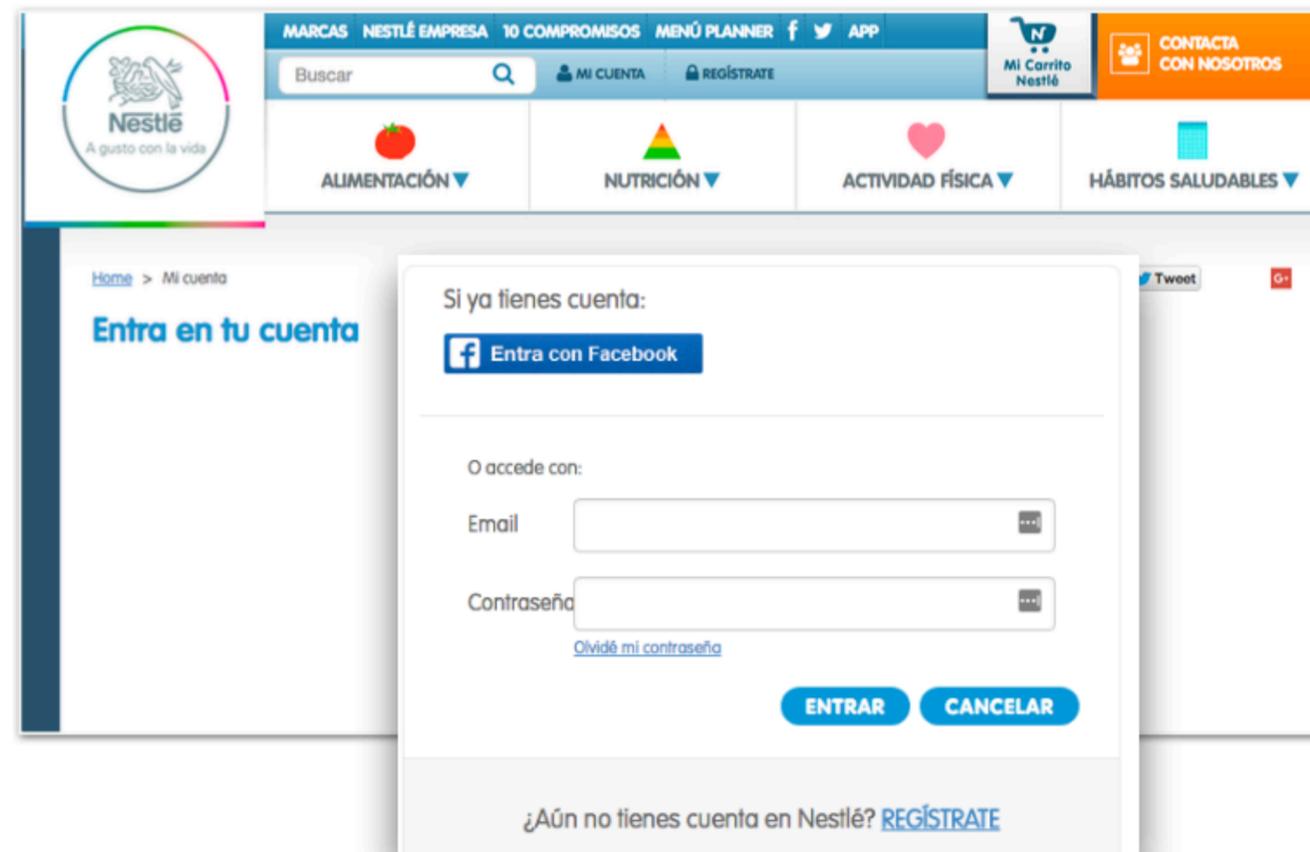
Social Login functionality allows users to register or sign in to your website or app **with just a few clicks**, using their favourite social network's credentials.

For users it's **much easier and faster** than filling in a form or remembering yet another user name and password, specially from their mobile phone; For companies, it's a **great opportunity to get to know each customer or prospect in detail**.

Make the most of Social Login in all your digital properties
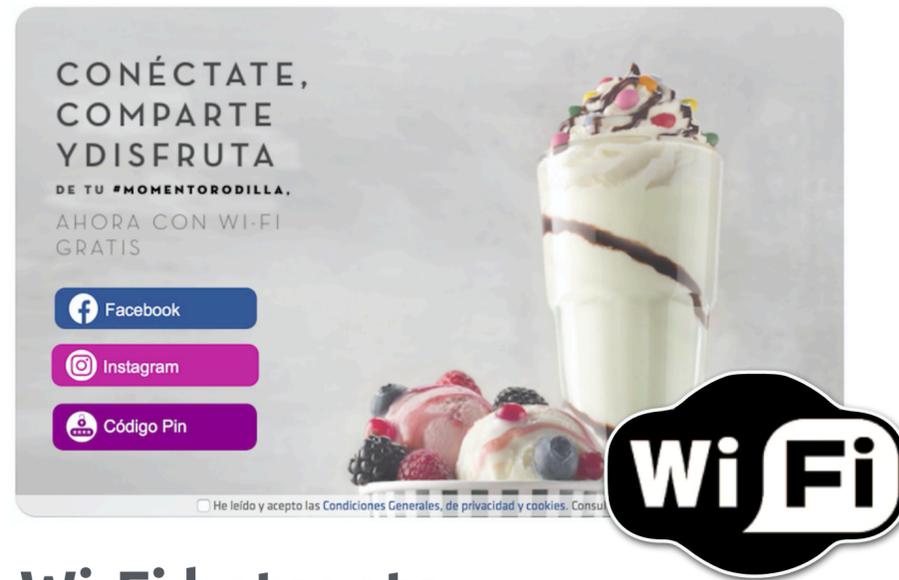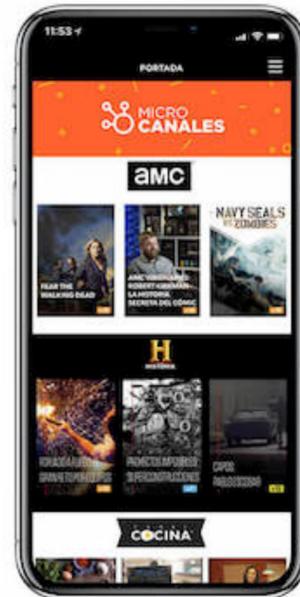
Websites

Apps

Wi-Fi hotspots

Promotions

The most advanced social media profile for each user

Twitter

Instagram

Facebook

LinkedIn

Google+

User consent

CRM / CDP

BI/Data Lake

Under user consent, Xeerpa analyses all the data the user shares with you when using social login, creating the most advanced user profile: **Name**, **Email**, **Age**, **Locations**, favourite **Products** and **Brands**, **Hobbies** and **Interests**, **Comments**, **Personality** Profile and even their **engagement** with your brand and **competitors**.

Data Access

xeerpa

Standard Access

Iniciar sesión con Facebook
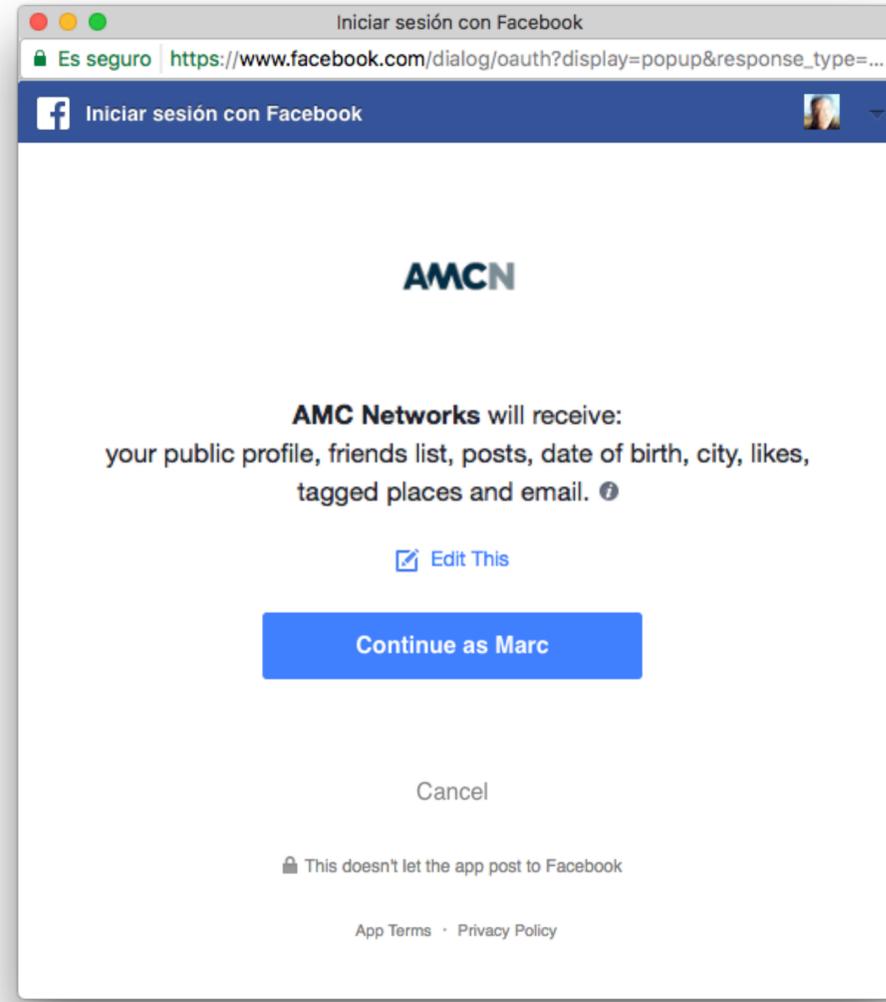
Es seguro | https://www.facebook...

Iniciar sesión con Facebook

FOX

FOX will receive:
your public profile and email address. ⓘ

✐ Edit This

Continue as Marc

Cancel

🔒 This doesn't let the app post to Facebook

App Terms · Privacy Policy

Iniciar sesión con Facebook

Es seguro | https://www.facebook.com/dialog/oauth?display=popup&response_type=...

Iniciar sesión con Facebook

AMCN

AMC Networks will receive:
your public profile, friends list, posts, date of birth, city, likes,
tagged places and email. ⓘ

✐ Edit This

Continue as Marc

Cancel

🔒 This doesn't let the app post to Facebook

App Terms · Privacy Policy

In order to be able to request advanced data as Likes, Geo-Locations or Posts from users, it is necessary to obtain the social network approval.

Xeerpa helps you obtain this Facebook approval and to **comply** with all their policies of personal data usage.

xeerpa

Individual, global and segment predictive preferences

+250 different categories so you can **easily identify the most favourite content, products and brands for your users**. Always find your target and the most followed communities, including an analysis of your **competitors** and **sponsorships**.

Interests	Benchmark
▼ Interests	
▶ Alcoholic beverages	7.1
▶ Animals and pets	6.6
▶ Arts and Culture	5.1
▶ Banking, Finances and Economy	6.2
▶ Beauty	7.0
▶ Children	6.5
▶ Cinema, Theatre and Musicals	6.2
▶ Electronics and IT	6.6
▶ Energy, Science and Industry	5.5
▶ Fashion	6.6
▼ Food	6.4
Candy	7.1
Canned and Ready-Cooked Meals	6.7
Cereal and Biscuits	7.5
Charcuterie and Meat Products	6.8
Chocolate and Cocoa Products	7.1
Coffee and Tea	7.1
Cooking and Recipes	5.8
Dairy Products	7.1
Diet and Weight Loss	8.0
Fresh Produce	7.8
Gourmet products	8.0
Ice creams	7.4
Infant feeding	7.2
Oils	6.5
Organic products	7.7
Pastries and Baked Goods	6.9
Snacks and Nuts	7.1
Soups and Dehydrated foods	8.0
Supermarkets	6.6
Yoghurts and fresh desserts	7.1
Dextox Juices	5.7

xeerpa

Create audiences and activate them

Group users in **segments** based on interests, affinity to brands, geo-locations, age, gender… Select your target and launch **personalised campaigns by email**, **Facebook Ads** (Custom Audiences) or the **DMP**. Create unique experiences in your website and mobile app with **personalised content and messages** based on individual preferences. Amplify your reach by using Facebook's *Look-Alike* feature to find users with a similar behaviour.
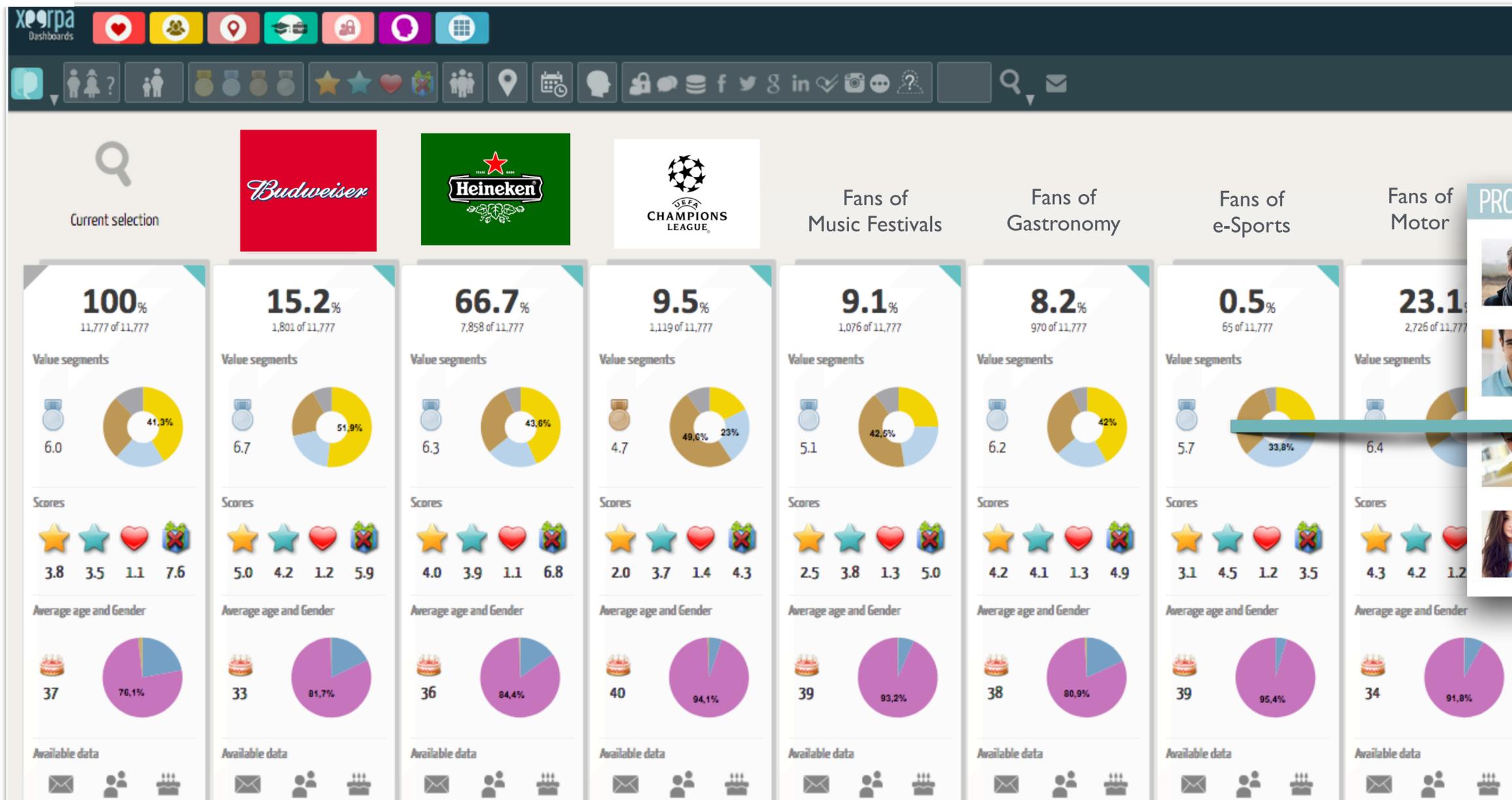
Email campaigns | **FB Ads** | **DMP** | **Push messages**

Xeerpa AI - What's in a post? AI Image Recognition

seyodoe

Nature 6.8
Female
Fashion 7.7

Influence ⭐
Nature 6.8

Fashion, Bershka, Stradivarius 7.7

Bershka   Stradivarius

22 likes
seyodoe Bohemian vibes and Mother nature 🌱💚

. #urbanstreetwear #cphfw #whowhatwearing #streetfashion #urbanoutfitters #bershka #bskgirl #bershkastyle #bershkaturkiye #stradistyle #stradivarius #cozyvibes #nature #bohemianstyle #bohemianfashion

View 1 comment
11 minutes ago

✅ **Xeerpa can recognise topics of interest, objects and brands within the posts published by the user**

Xeerpa incorporate the most advanced AI-based Image recognition algorithms in order to identify key points of interest for your brand.

✅ **Totally integrated with Xeerpa's 300 categories of interest**

"Just" recognising items is not enough if these findings are not logically related to specific categories associated to your products' families or content categories. With Xeerpa you can fully relate Social with Transactional information for a full logical vision of your clients and leads.

Xeerpa AI - Data-Driven Buyer Persona Generator

With **Xeerpa** you can dynamically generate the most **detailed**, totally **Data-Driven Persona reports**, based on **your own First-Party data**. Simply select a target audience and Xeerpa AI will generate a detailed report.

Xeerpa AI - Data-Driven Buyer Persona Generator

xeerpa

Socio-Demo | Interest and lifestyle | Personality profile

Summary

Global Representation
41.1%

Gender Distribution

Age Distribution
Younger than…	0%
18-25	2,7%
26-35	46,3%
36-45	23,8%
46-55	18,1%
56-65	7%
65 and older	2%

Main Languages
Spanish	32,5%
English	27,3%
French	9,2%
Catalan	4,7%
Portuguese	2,9%

Locations

Top Countries
Mexico	34%
Spain	22,4%
United States…	20,2%
Brazil	5,8%
Colombia	2,8%

Top Living Cities
Mexico City	8%
Madrid	4%
Monterrey	2,8%
New York	2,1%
Los Angeles	1,9%

Top Visited Cities
Madrid	18,9%
Mexico City	11,7%
Barcelona	10,2%
London	8,4%
New York	7%

Basketball: 7,3
Top brands by number of fans
NBA	89,3%
LA Lakers	1,9%
Real Madrid Baloncesto	1,8%
LeBron James	1,6%
Kobe Bryant	1,6%

Top brands by affinity

Sports: 7
Top brands by number of fans
UEFA Champions League	100%
NBA	89,3%
Running	88,7%
Liga de Fútbol Profesional	8%
LIGA Bancomer MX	6,1%

Top brands by affinity

Teams: 6,5
Top brands by number of fans
Real Madrid C.F.	99,4%
NBA	89,3%
FC Barcelona	9,9%
Selección Nacional de México	6,6%
Manchester United	5,6%

Top brands by affinity

Movies: 6,3
Top brands by number of fans
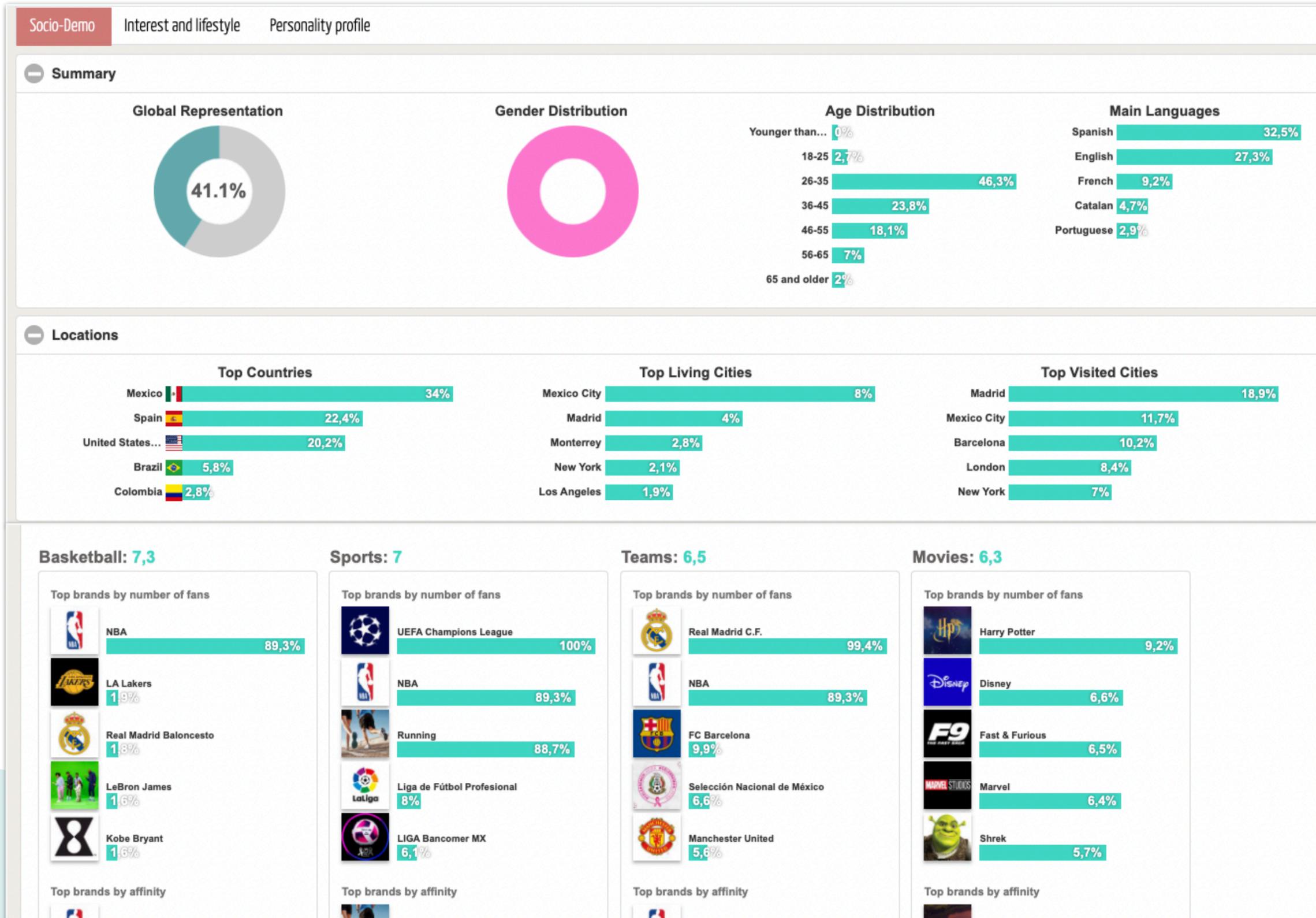|	
Harry Potter	9,2%
Disney	6,6%
Fast & Furious	6,5%
Marvel	6,4%
Shrek	5,7%

Top brands by affinity

- ✅ **Fans of each competition**
- ✅ **Fans of specific players, teams**
- ✅ **Fans of your sponsors**
- ✅ **Top customers at Store**
- ✅ **Top fans in social media**
- ✅ **Fans of other competitions**
- ✅ **By Gender, Age, Location…**
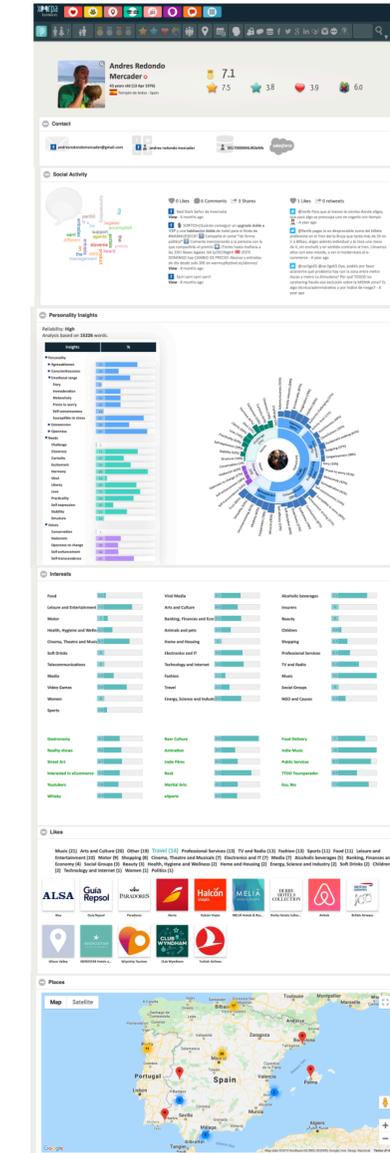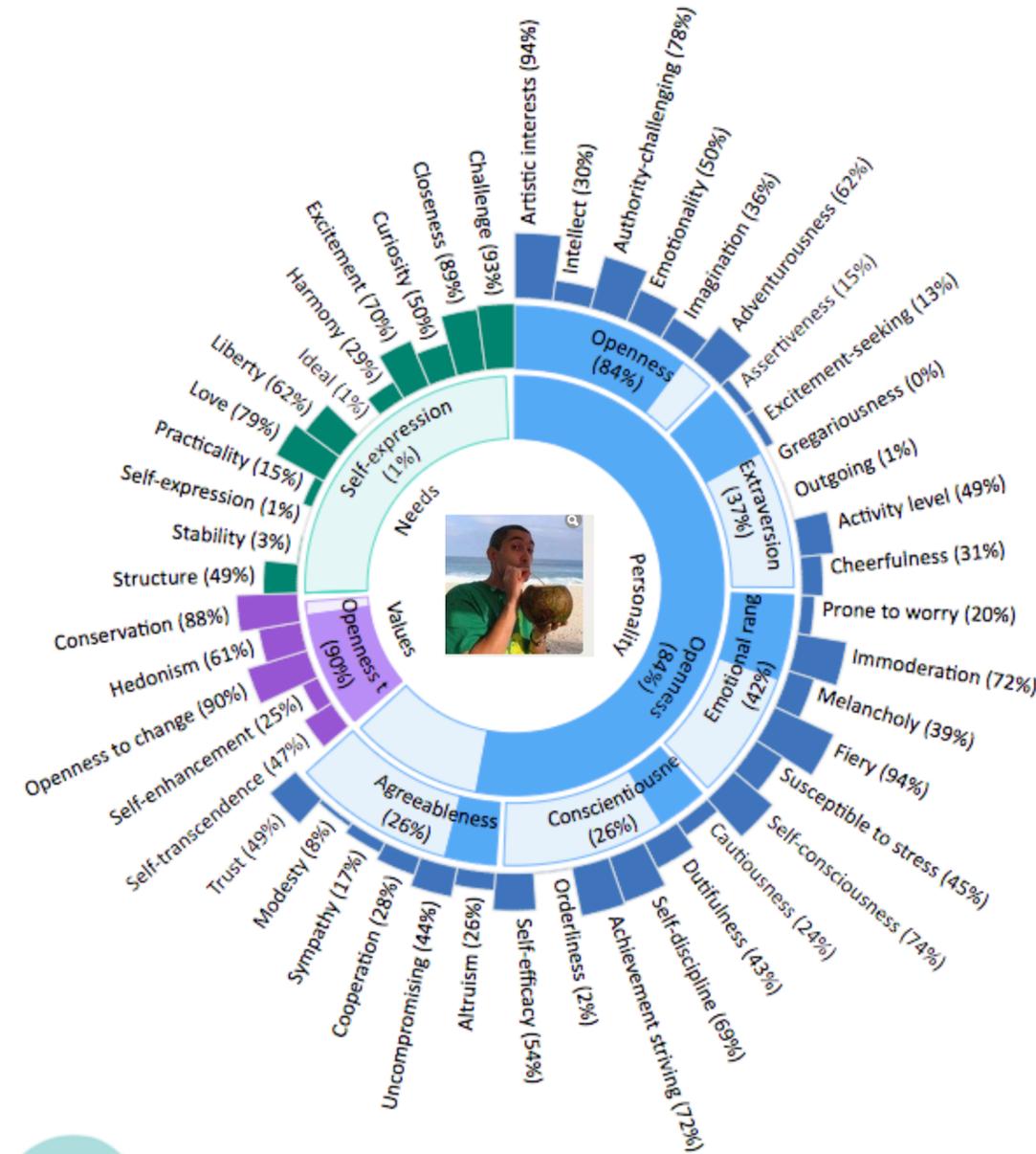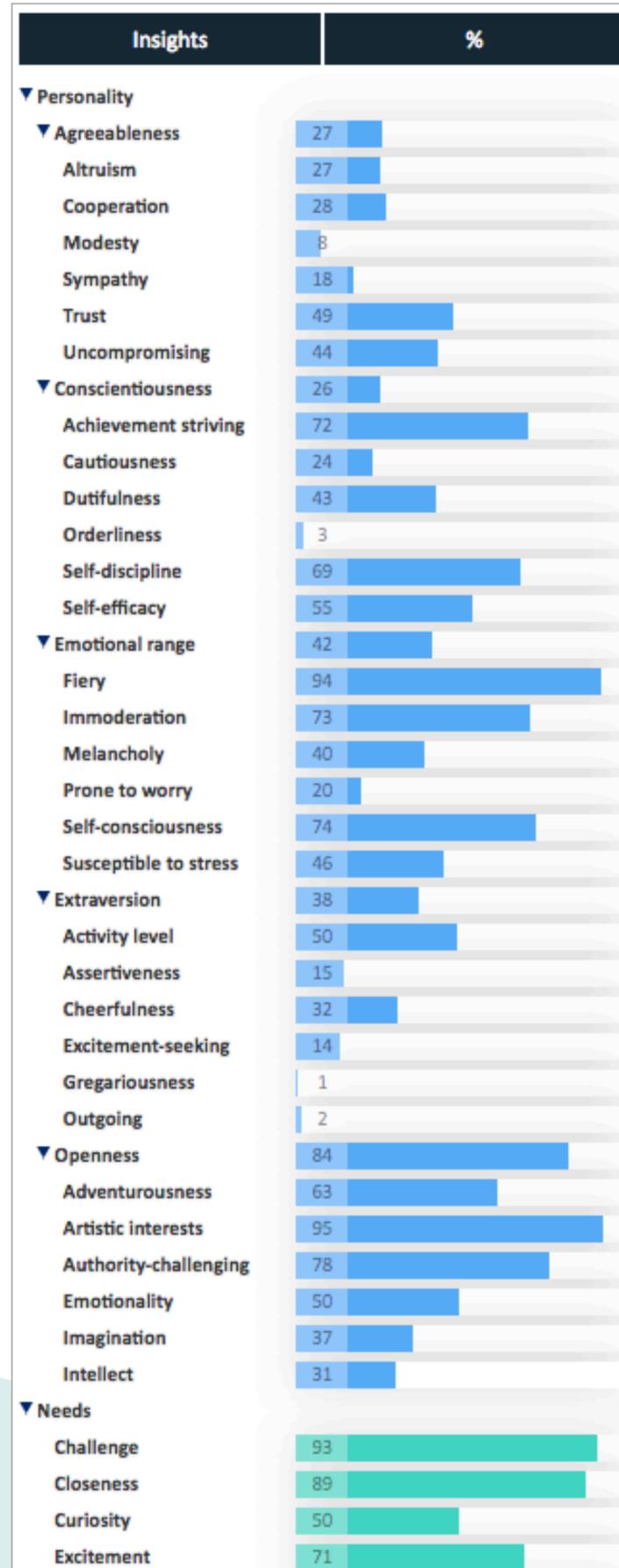
DMP activation

DMP

✓ **Look-Alike identification**

Import audiences qualified by Xeerpa in terms of social media interactions and affinities, and find cookies with a similar browsing behaviour.

**Increase conversion
through more accurate targeting**

Xeerpa AI - Fan Personality Insights

Insights	%
▼ Personality	
▼ Agreeableness	27
Altruism	27
Cooperation	28
Modesty	8
Sympathy	18
Trust	49
Uncompromising	44
▼ Conscientiousness	26
Achievement striving	72
Cautiousness	24
Dutifulness	43
Orderliness	3
Self-discipline	69
Self-efficacy	55
▼ Emotional range	42
Fiery	94
Immoderation	73
Melancholy	40
Prone to worry	20
Self-consciousness	74
Susceptible to stress	46
▼ Extraversion	38
Activity level	50
Assertiveness	15
Cheerfulness	32
Excitement-seeking	14
Gregariousness	1
Outgoing	2
▼ Openness	84
Adventurousness	63
Artistic interests	95
Authority-challenging	78
Emotionality	50
Imagination	37
Intellect	31
▼ Needs	
Challenge	93
Closeness	89
Curiosity	50
Excitement	71

Personality Insights uses the most advanced **semantic analysis and AI algorithms** to analyse the posts and contents published by each user, in order to generate a very **detailed profile of their personality**.

Find out, for instance, which users are more **prone to changes**, more **conservative** or even more **intellectual** and **adventurous**, so you can personalise even more the **tone** and **content** of your communications.
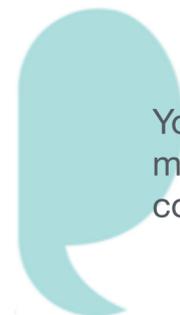
Xeerpa AI - Community Discovery
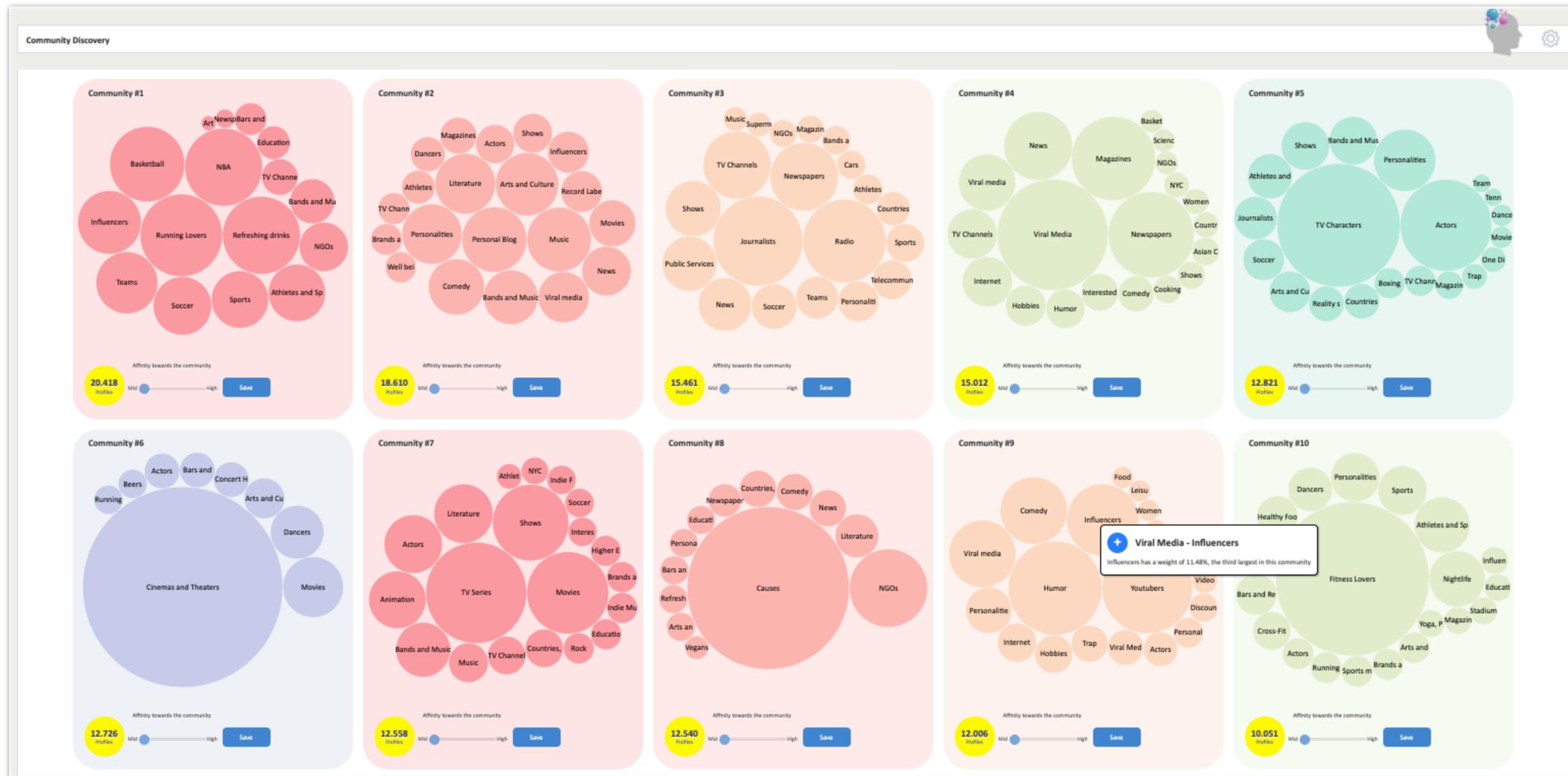

✅ Auto-Clustering

Identify similar fans that may also become top buyers.

Instead of specifying a given filter criteria, let Xeerpa's AI intelligence propose sensible new segmentations.

You probably have a good idea of potential groups of fans, or qualities that you seek in order to launch successful marketing campaigns. Xeerpa AI enhances this by surfacing new universes of fans, perhaps unknown to you, that could also present great business potential and new opportunities.

Xeerpa AI - Personalised Content Recommendations
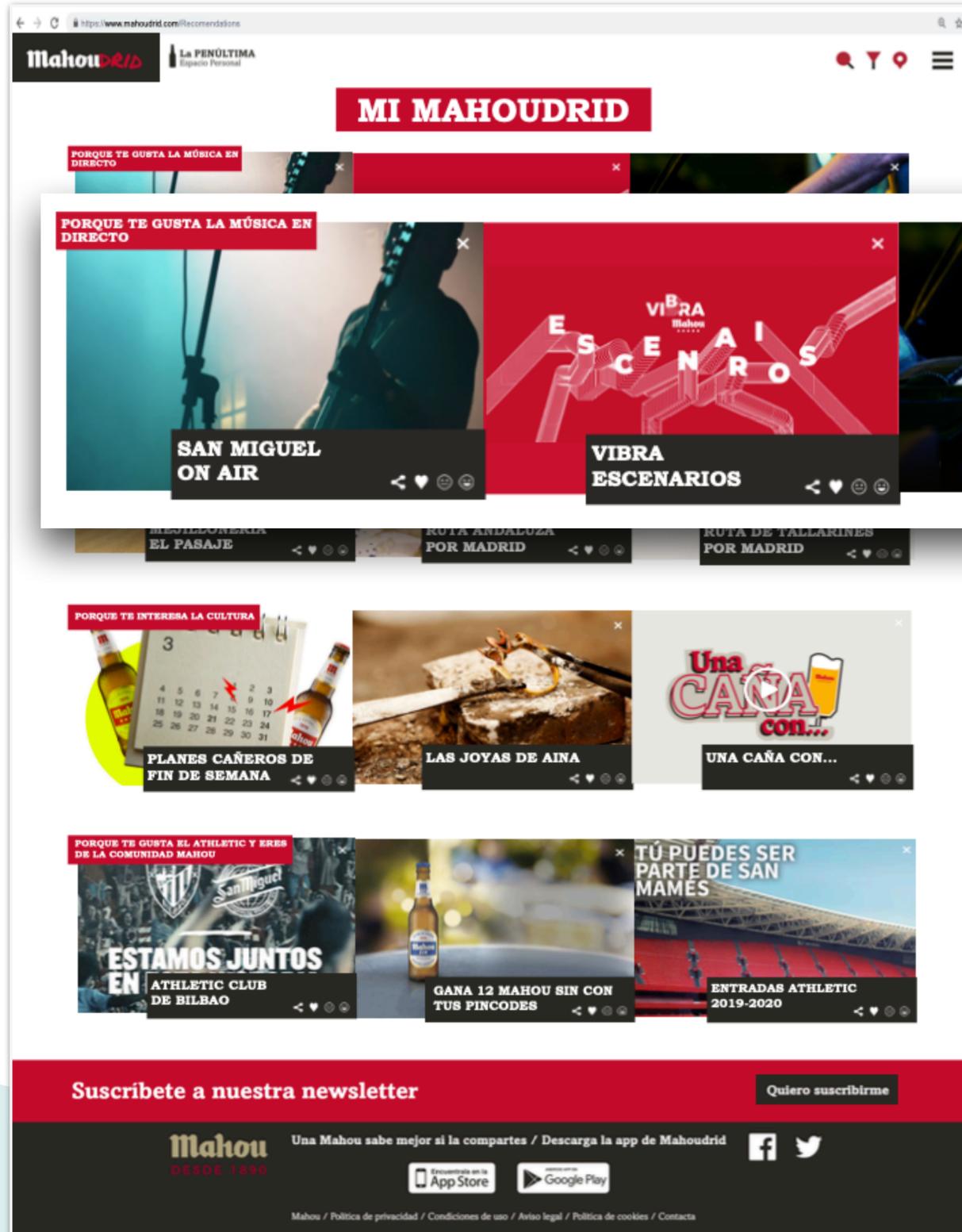
✅ **Recommendations based on profile data**

Engage with customers and fans through personalised content recommendations.

74% Users feel **frustrated** when emails and contents are **not personalised based on their preferences**.

52% Users that are willing to **share personal information** in order to receive personalised communications and offers.

Up to ⬆ **42%** Email and FB Ads personalization has a **direct impact** on their Open Rate and CTR.

Advanced segmentation with ease

✅ With Xeerpa Dashboards you can select complex audiences with just a few clicks, for example:
*Females, aged **25 to 45**, **Engaged** with our brand **Budweiser**, residents in **New York**, fans of **Real Madrid**, who love **Fitness**, and care about the **Environment***

Make your CRM "Social"

Complement your CRM or CDP with the social media profiles of your users

CONTACT CHANNELS
ANALYTICAL LAYER
PROFILING

Advertising
Sales
Surveys
Web / SEO
e-commerce
e-Mailings
Gamification
Social login
Listening
Social apps

OFFLINE ✓

ONLINE ✓

SOCIAL

CUSTOMER CENTRIC PROFILE 360

xoorpa

Integration Options

CRM / CDP

Web Service
SOAP/REST

Facebook Instagram
Twitter Google

xeerpa

Marketing Automation

Email campaigns

FB Ads

DMP

Data Files
CSV/JSON

Data Lake
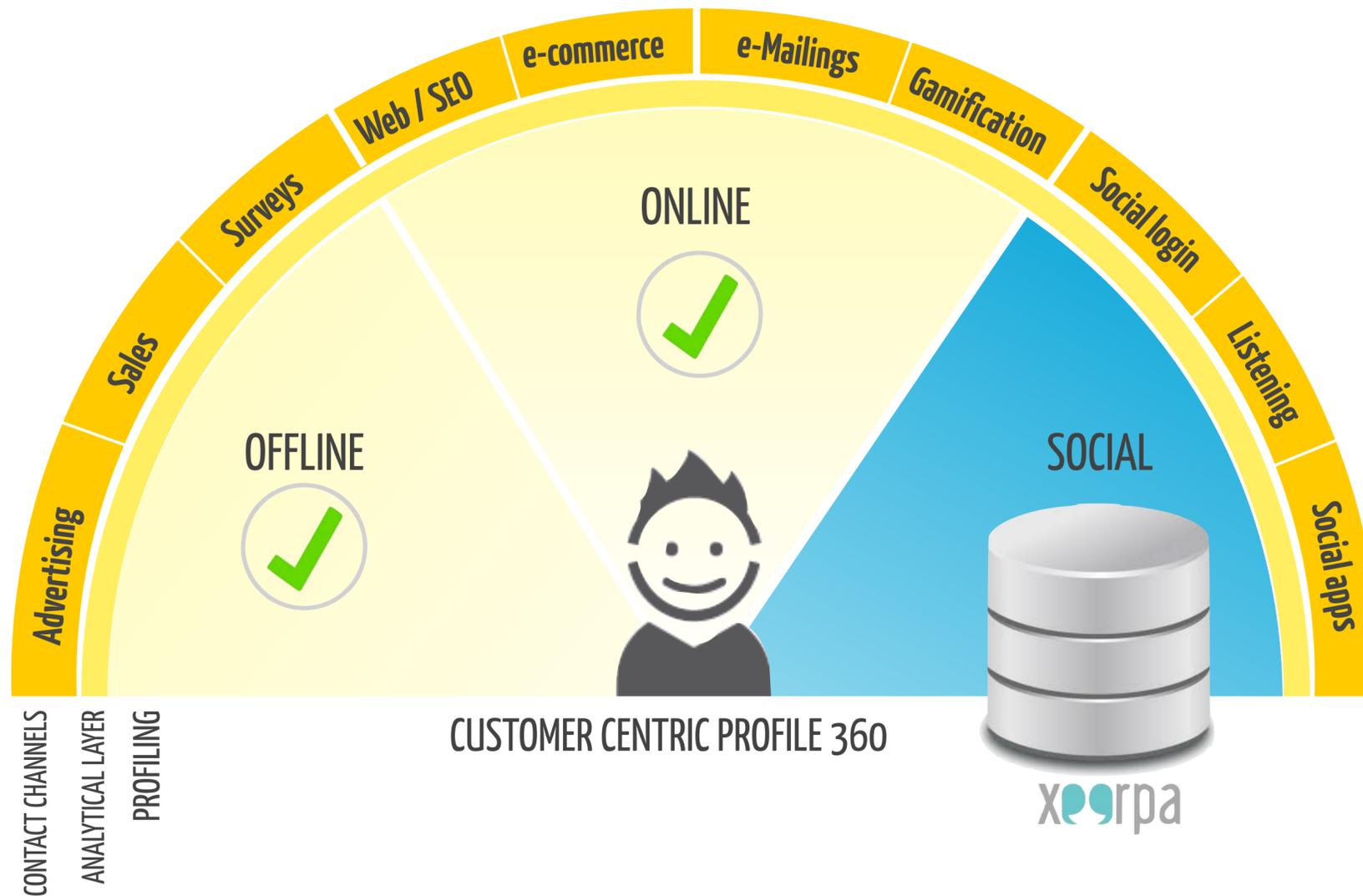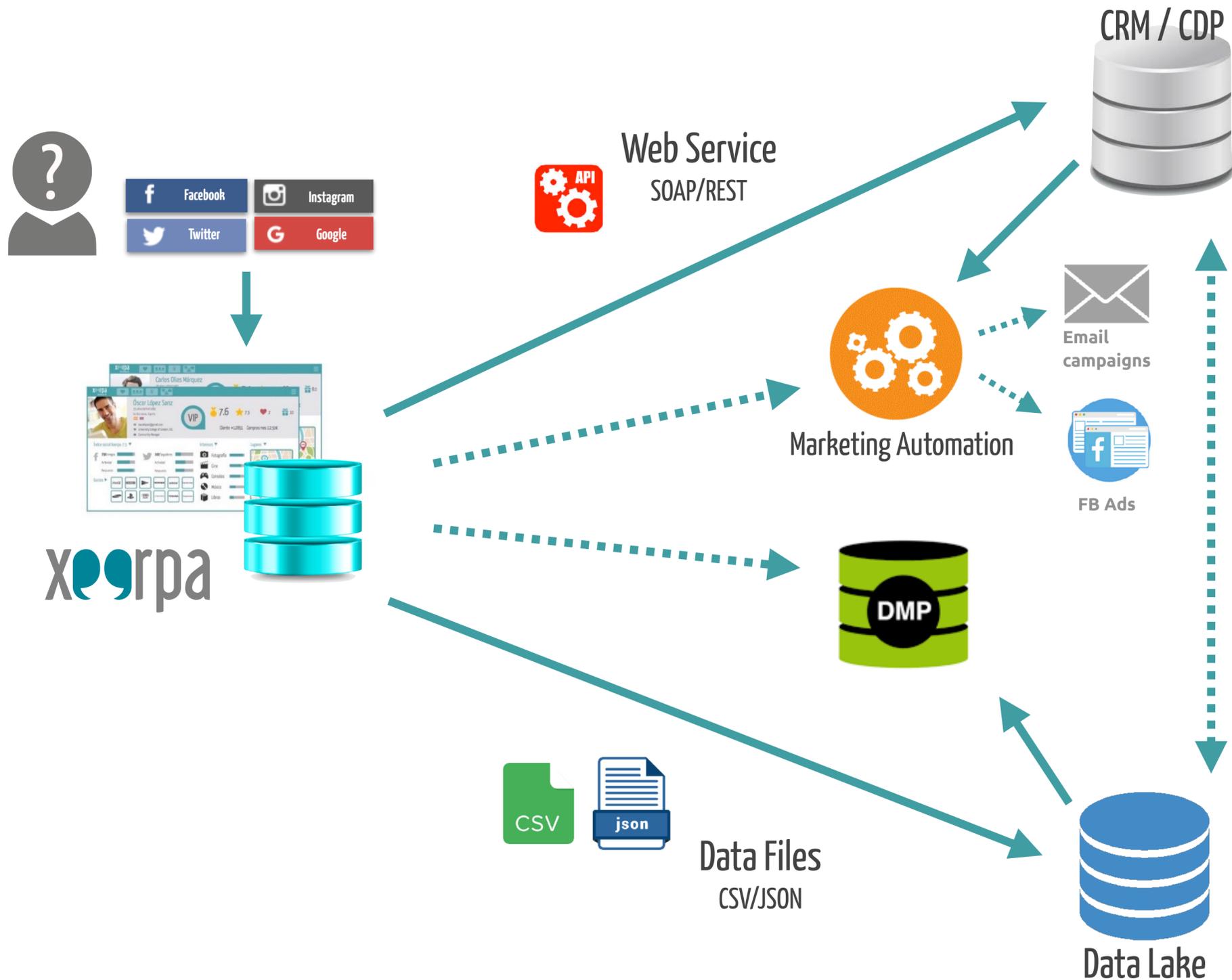
Integration with Web Services

- Xeerpa sends the user data in real time when user logs in
- Selected data points are typically sent this way
- SOAP and Rest are supported

Integration with Data Files

- Xeerpa creates automated export data files daily, weekly or monthly
- All data may be sent this way in a .zip file to a designated sFTP server
- CSV and JSON formats are supported
- A sample file may be found in this link

API Access

- Xeerpa also provides an API that can be consulted at any time
- End points can be reviewed in this link
- CSV and JSON formats are supported

For a full listing of all data points available, please see this link.

Social Listening vs Social Profiling

xoorpa

Social Listening
Analysing conversations

Social Profiling
Analysing users

Whilst Social Listening focuses on identifying **buzz** and positive or negative **conversations** about our brand, Social Profiling centres its attention in **analysing the person**.

Social Listening analyses **anonymous** user data, **without explicit consent**; Social Profile requires user consent (through social login) because it provides **access to personal data**, such as Name, Email, Age or Preferences.

Listening is normally performed in **Twitter**, whilst Profiling may be possible in the other social networks as well, including **Facebook, LinkedIn or Instagram**.

Read more about the differences between Listening and Profiling in our **blog**.

SPROUTSOCIAL

sysomos

brandchats
Watch your Brand

Brandwatch

xoorpa

Social Login and GDPR: How it works?

GDPR READY
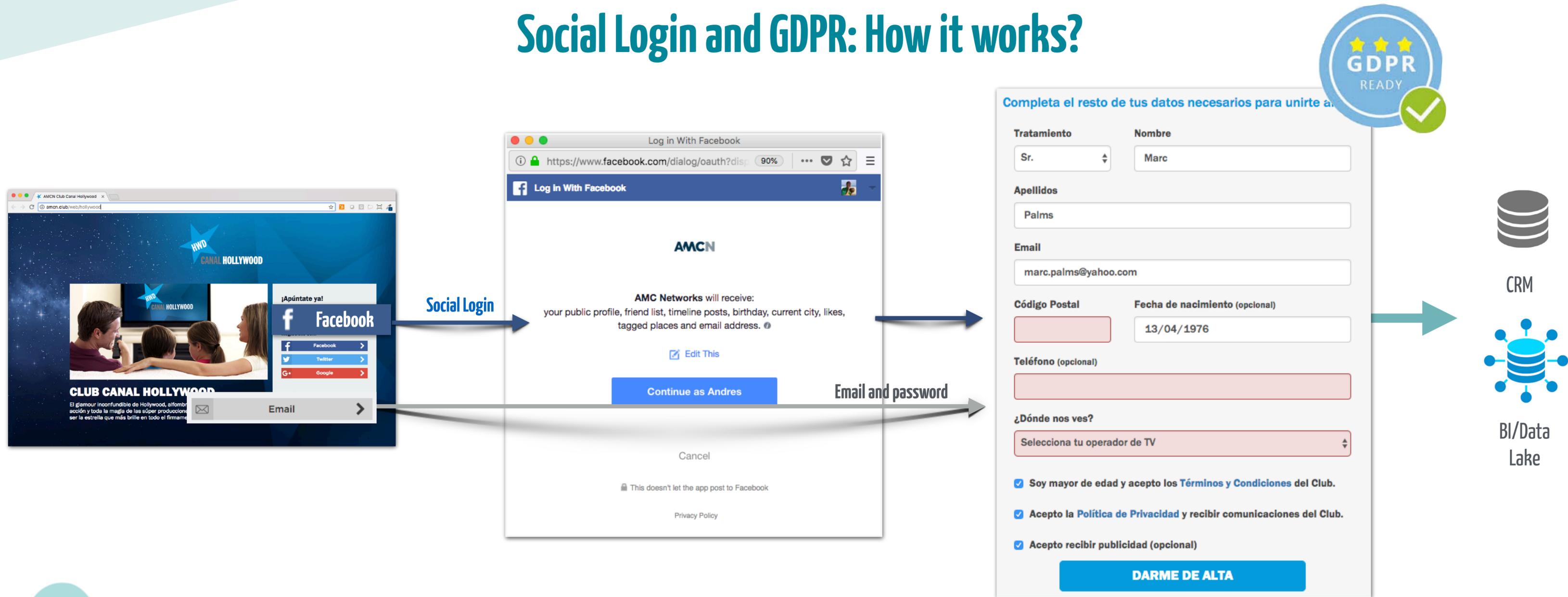
When users select to register by traditional way, it shows them a form they have to fill out completely. Whilst with social login **the form is auto filled out with users data of the social network shared with the brand.**

The form always includes all **legal GDPR acceptation opt-ins** and, additionally, can request some **additional data** that allow to match with the CRM, as Postal Code or Phone in this case.

☑ Easier for users: Auto filled out form, no more passwords
☑ Informed consent
☑ All GDPR opt-ins
☑ Additional information requested to match with your CRM

Prijavite se! ×

Da li želite da podržite naše sportiste i dobijete nagradni vaučer?

VISA

f Prijavite se sa **Facebook**

🐦 Prijavite se sa **Twitter**

CONSUMER LOAN

CREDIT CARD

REST
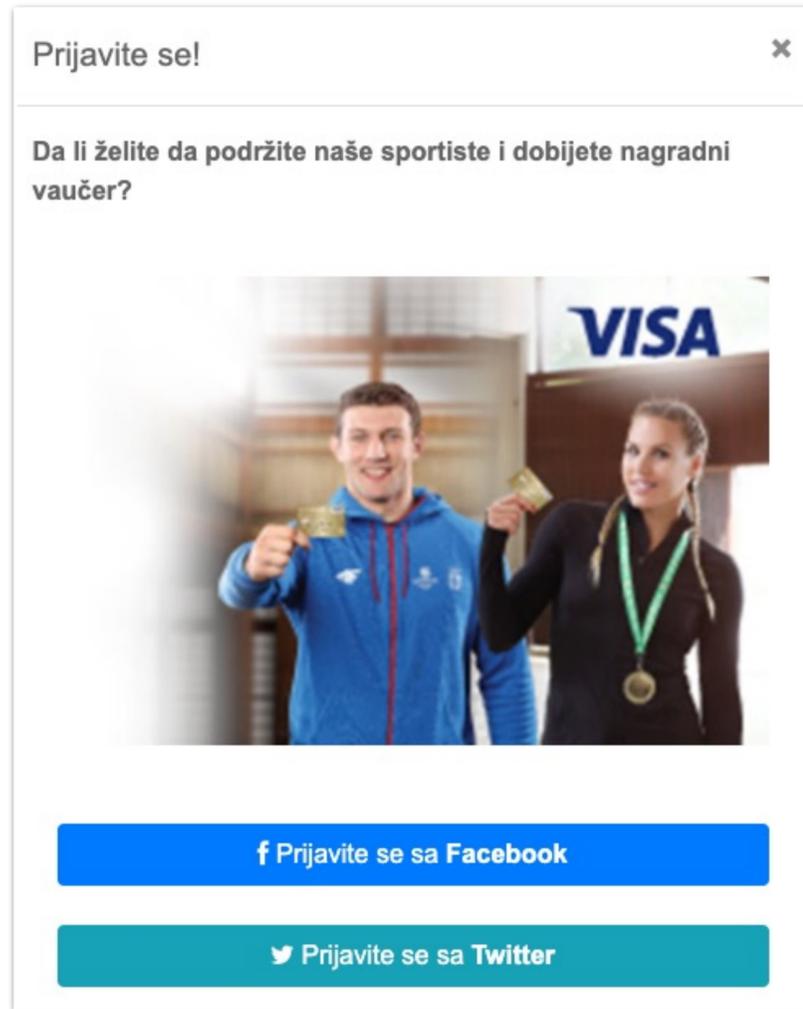
Test 1 CTR +39%
Test 2 CTR +14%

Group A with Xeerpa qualification
vs **Control Group**

After an initial campaign with a promotional site intended to collect profiles through social login registration, **OTP Bank** used Xeerpa to **qualify the leads** and create various audiences depending on the likely interest these people could have towards the different products offered by the bank.

Having identified these segments, various **Test A/B campaigns** were launched in **Facebook Ads** in order to **assess the result of the qualification made by Xeerpa**.

Success cases: Iberia
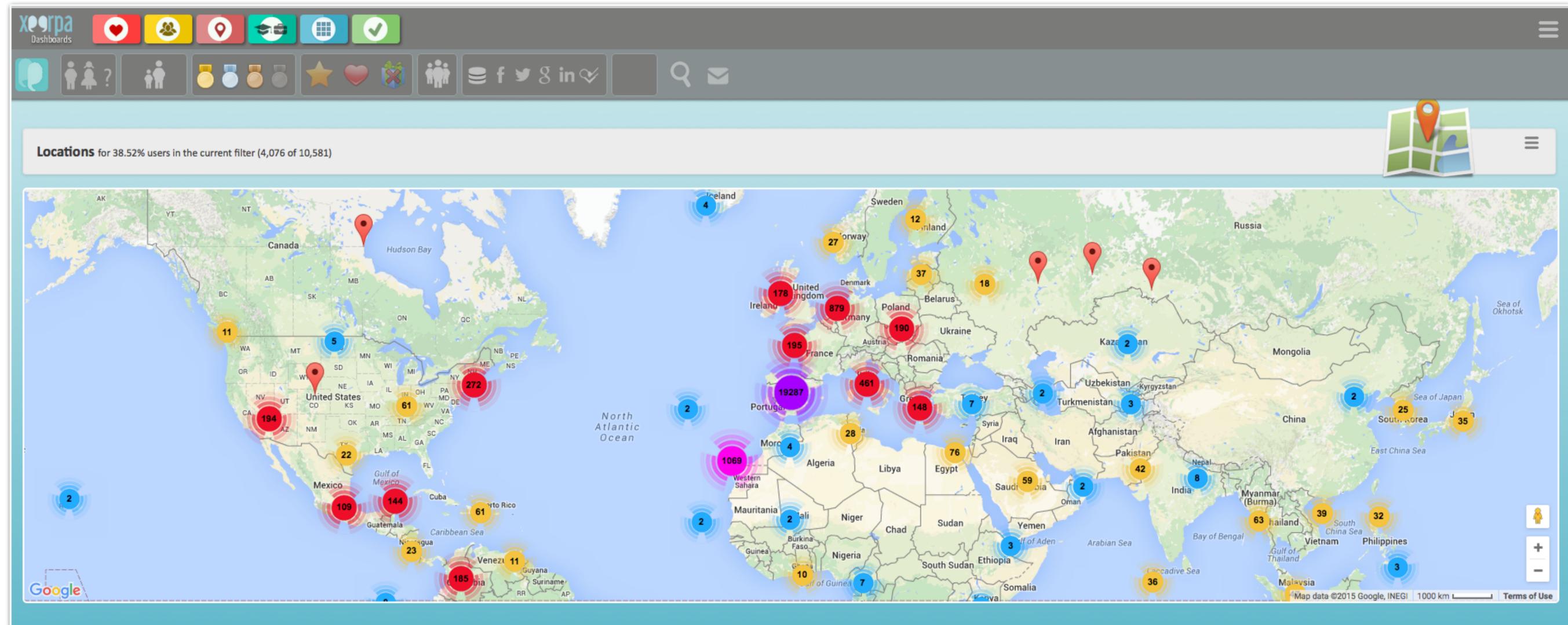
Thanks to Xeerpa **Iberia** obtain very interesting information about visited locations by their users and prospects, including the frequency. Thus, Iberia can compare this information with their CRM and identify users who fly with Iberia to those destinations and those who are doing it in other airlines, and then personalising loyalty or capturing campaigns.

Success Cases: **Movistar+**

Benefits of segmentation:

- **Open Rate** increment by **20 points** in emailing campaigns.
- **CTR multiplied by 15** in ads campaigns in social networks.

62,6%   60,6%

42,9%   45,0%

Mailing "Merengues"   Mailing "Culés"

http://www.xeerpa.com/social-profiling-case-study-xeerpa-canalplus/

Success cases: AMC Networks

AMC Networks produce and distribute contents through very known channels as Hollywood, Odisea or Historia, among others.

Xeerpa allows AMC Networks to know users favourite series, actors, movies or topics towards recommend and give them to know similar contents in their other channels.

Success story: **Iberia**

Esther Rodríguez Martínez, DMP Marketing Specialist, Iberia

"With Xeerpa and SalesForce DMP we are improving the performance of our campaigns, making it possible to easily launch segmented activations of highly qualified audiences, on demand."

https://xeerpa.com/blog/webinar-salesforce-xeerpa-video/
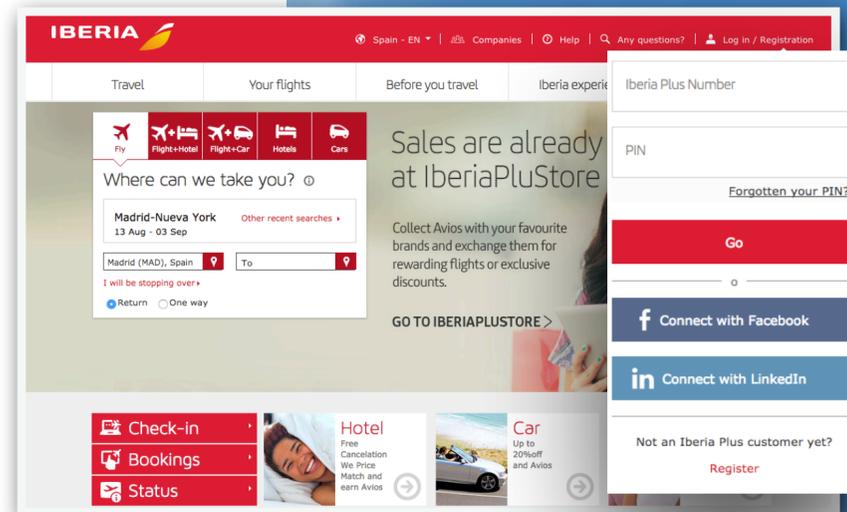
Optimise your Facebook Ads investment

✅ **Optimise the performance of your campaigns in Facebook Ads with Look-Alikes**

Take highly qualified audiences from Xeerpa and your CRM into Facebook and use the Look-Alike functionality to extend the reach of your campaign: The improved qualification will help you obtain better results.

100% Match in FB Custom Audiences

With social login and Xeerpa you will be able to use the Facebook Id and email from customers and prospects, so when you upload a list of contacts as an audience in Facebook Ads, they will always match.

No more unmatched users in your advertising investment in social media.

Build more intelligent Customer Journeys

Loyalists — Persona Split — Update Con...e Monthly — 10 minutes — Exit on minute 12

Selective Shoppers — Update Con...e Monthly — 10 minutes — Exit on minute 12

Window Shoppers — Update Con...e Monthly — 10 minutes — Exit on minute 12
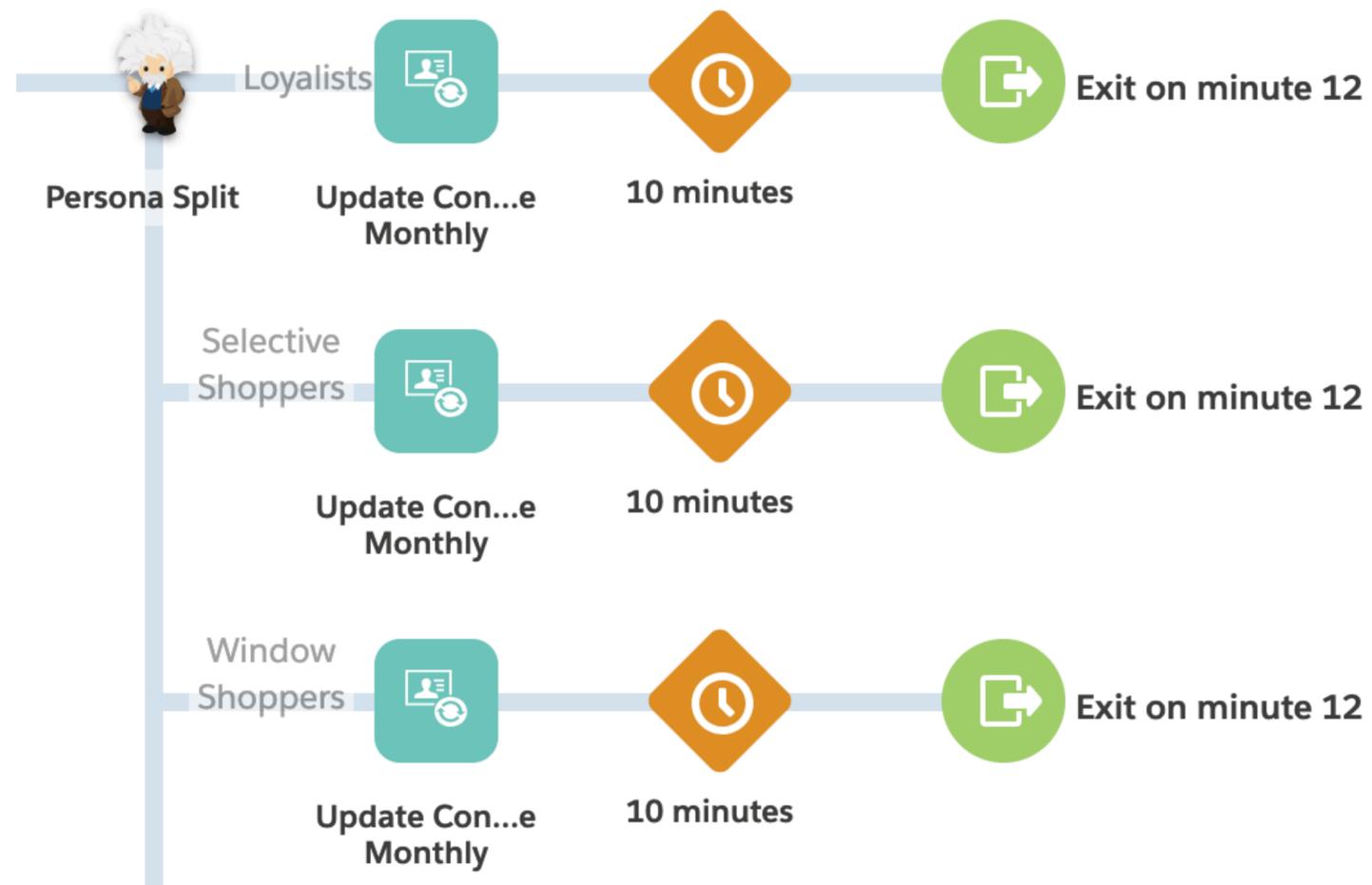
Design more intelligent and efficient journeys

The 1st Party Data provided by Xeerpa and social media will greatly help you improve the decision-making of your journeys, so your strategies can be more precise and based on individual preferences.

Increase conversion with more personalised and effective journeys

Use cases: **Beer company**
Leading Spanish company analyses consumers' favourite bars and restaurants

Xeerpa helps this company analyse the most favourite bard and restaurants where consumers have locations, enabling personalised campaigns to specific bars that match their geolocation, music and gastronomic preferences.
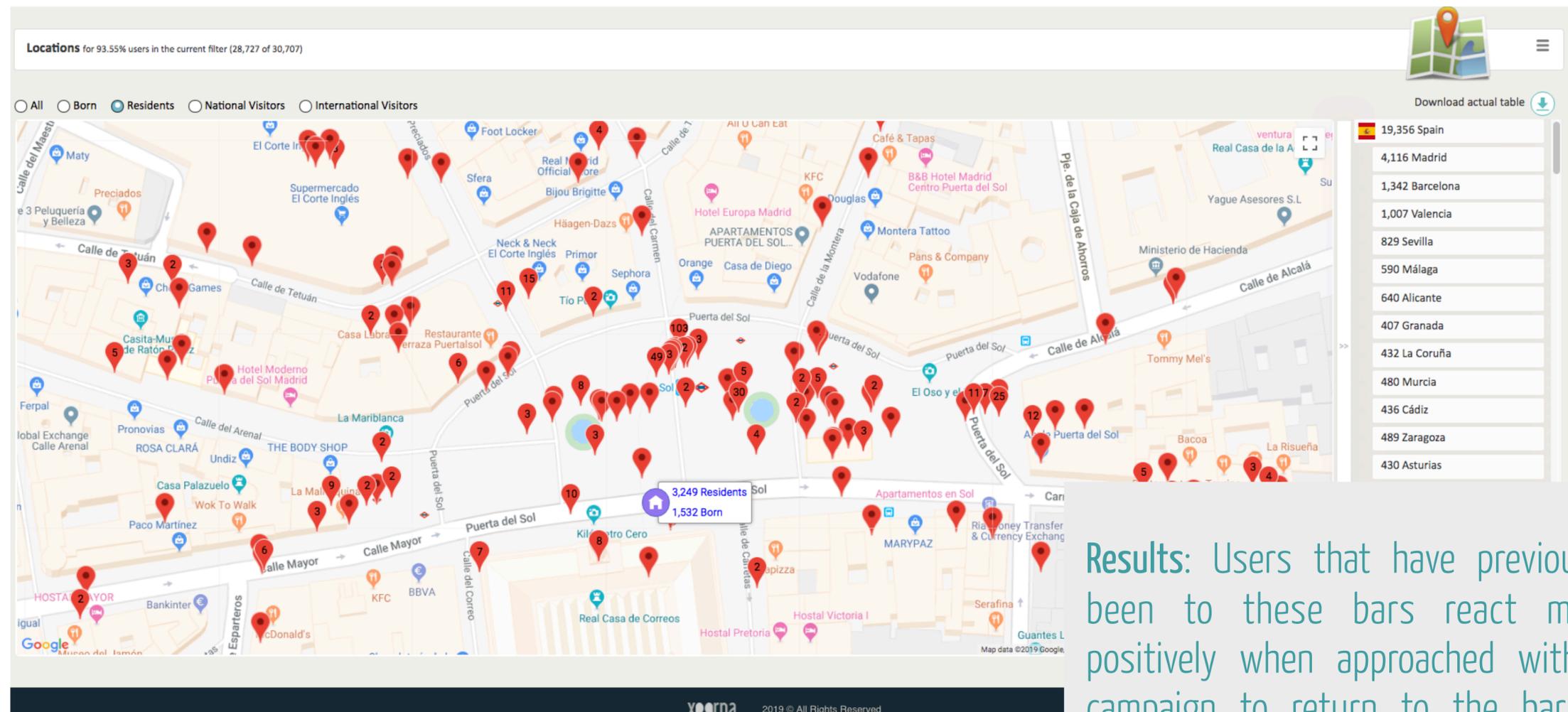
Results: Users that have previously been to these bars react more positively when approached with a campaign to return to the bar or restaurant.

Success cases: **Shiseido**

GINZA
SHISEIDO | CLUB

Shiseido is pioneer in cosmetics and beauty products.

Through their loyalty club *Ginza* and promotions in their website and Facebook profile, Xeerpa allows them to know their customers better and enrich their CRM to **identify Top Influencers and Brand Ambassadors:** Users with a high level of shopping and a great affinity with their brand in social networks.

Facebook: apps and promos

Club Ginza: Social Login

Frequent shoppers

AMBASSADORS

Non influential — Influential

Not purchasing

CRM

xeerpa

SHISEIDO

360º Profile:
Social + Transactional
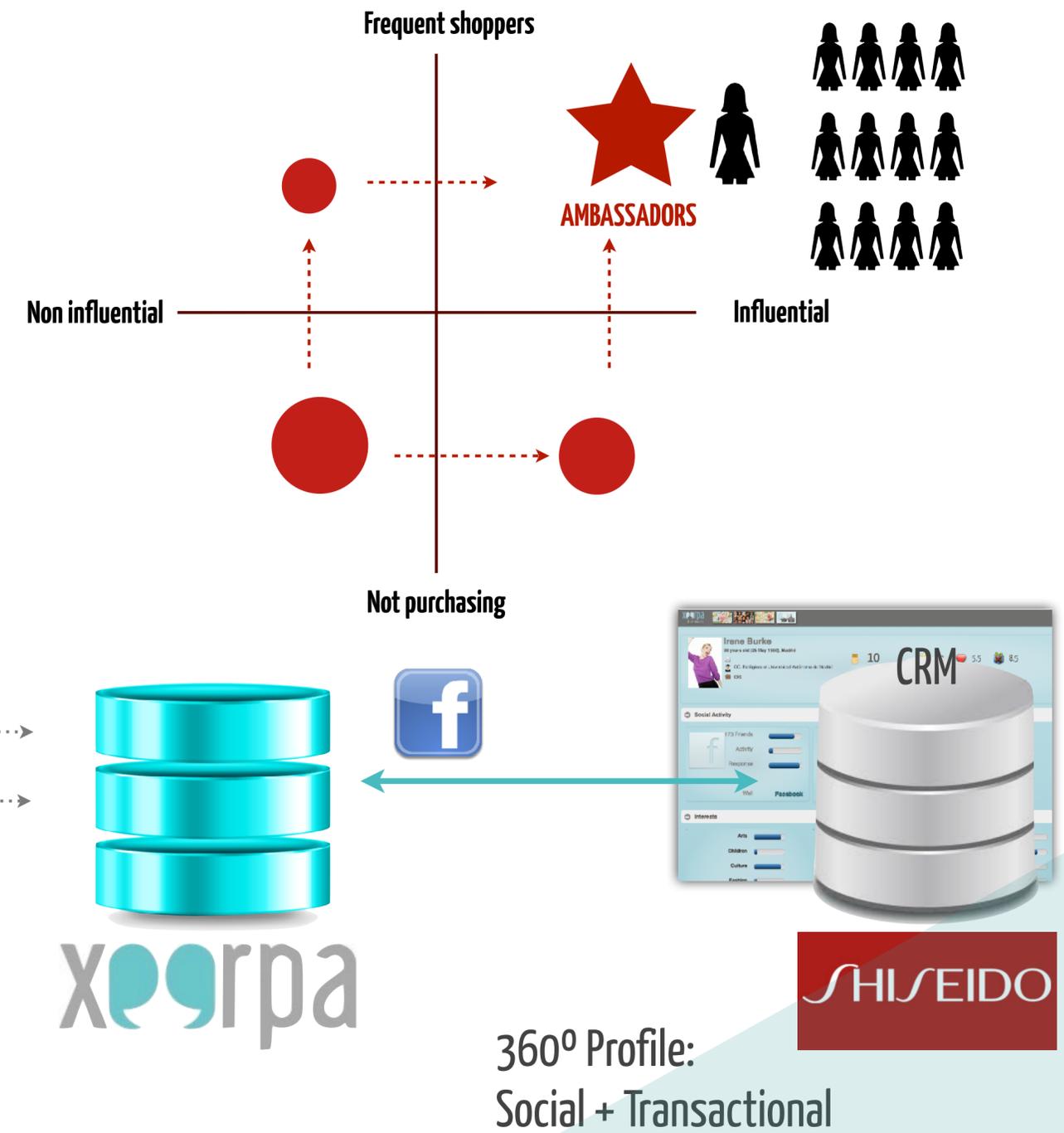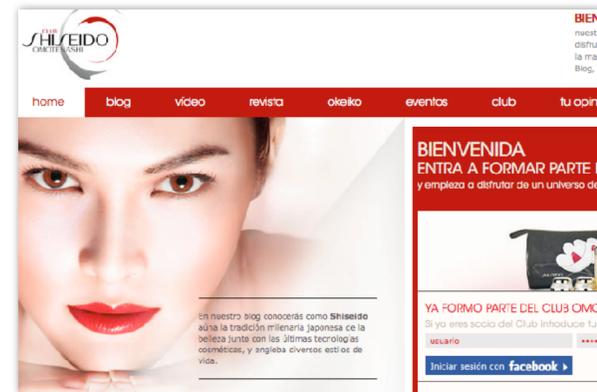
Shiseido launches specific campaigns to these group of users: high influence and engagement in social networks (Xeerpa), and also they are good consumers (CRM).

Find sponsorship and branding opportunities with your fans' most favourite companies

Xeerpa uses its own categories system, with more than 200 different items so you can **easily identify the most favourite content, products and brands for your users**. Always find your target and the most followed communities, including an analysis of your **competitors** and **sponsorships**.
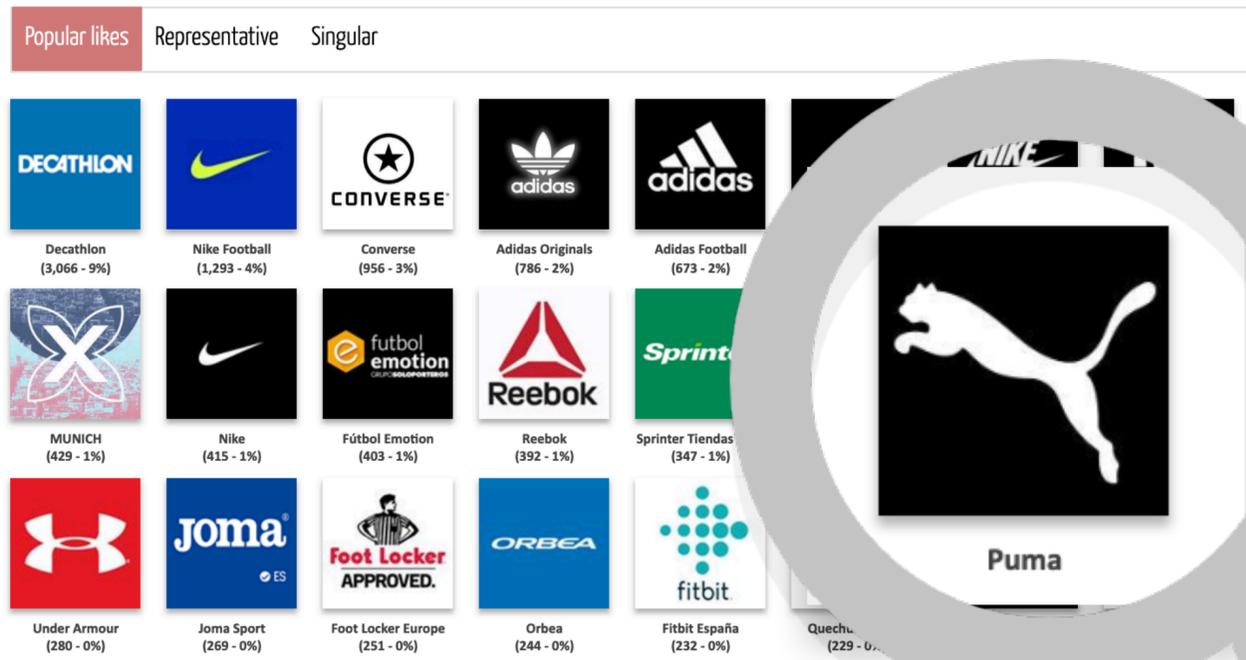
Imagine we knew that 63% of the fans like Puma...

Fans perfectly qualified with the most advanced social media profile, including Name, Email, Interests, Locations..

Use case: Leading bank in Mexico

Leading bank sponsored the **Wi-Fi** connectivity in the **City Of Mexico local buses**, gathering valuable insights from users connecting through **social login**. **Matching the profiles with the CRM to identify prospects** and analysing the **lifestyle** and **preferences** of each one, the bank could then launch **segmented campaigns targeting potential customers of their Mortgage and Credit Card** products and services

Wi Fi

Success stories

SHISEIDO

BEAUTY & COSMETICS
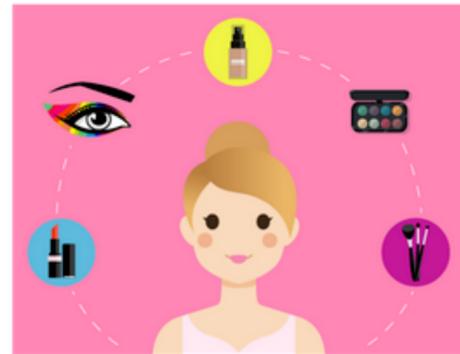
Calidad Pascual

FOOD & BEVERAGES

StyleLovely.com
· Style, Fashion & Beauty ·

FASHION & APPAREL

PHARMA

HEINEKEN

ALCOHOLIC BEVERAGES

España I need Spain

TOURISM & TRAVEL

PRISA

MEDIA & PUBLISHING

RODILLA MADRID 1939

RESTAURANTS
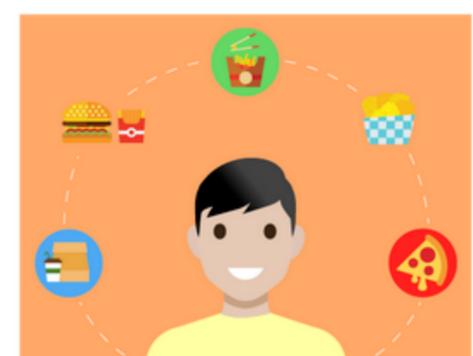
Why Xeerpa

Xeerpa

How Xeerpa helps you optimise your DMP strategy

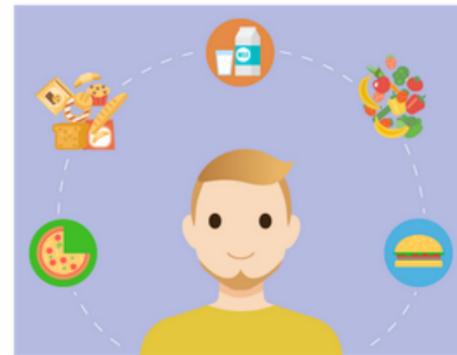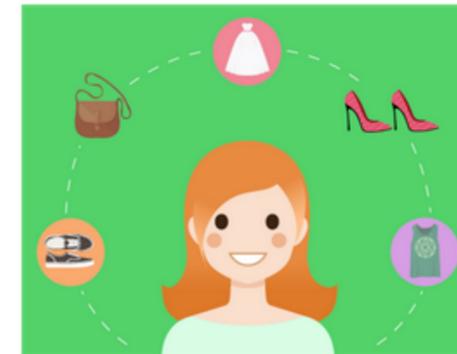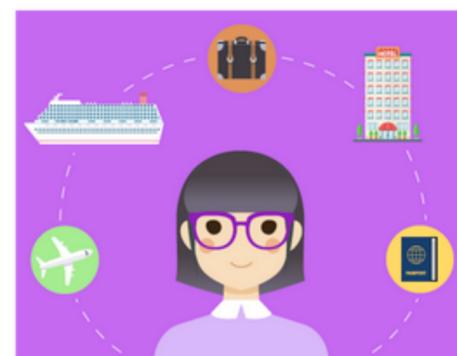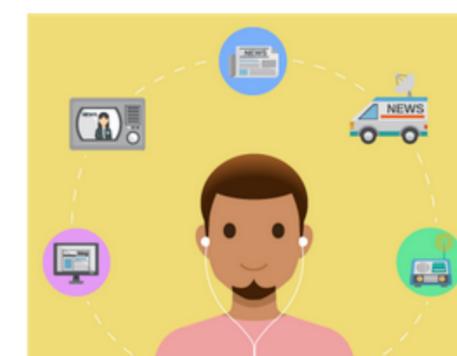✅ **1st Party Data** and the great level of qualified information Xeerpa and Social Media help you obtain for each user greatly facilitates getting to **know your audience** and user base, so you have the **best targeting options**. **Improve your CPM and increase the ROI.**

✅ **Improve the efficiency of your sales and marketing teams** with Xeerpa's **advanced segmentation and qualification** functionalities and **valuable insights to approach new audiences.**

✅ Know like nobody else the **preferences and interests of your users,** creating **more relevant content** and generating **more engagement, brand loyalty and time on your site.**

✅ **Amplify the reach of your campaigns** leveraging powerful **Look-Alike** strategies from **highly qualified seed audiences**.

✅ **Optimise your inventory and increase revenue from your DSP by providing more qualified and segmented audiences.**

✅ **With Xeerpa and Social Media, you will better understand not only user preferences in your website and owned content, but also the interactions and preferences users have with other brands, including competitors and partners.**

The importance of **1st Party Data** against **3rd-Party Cookie** limitations
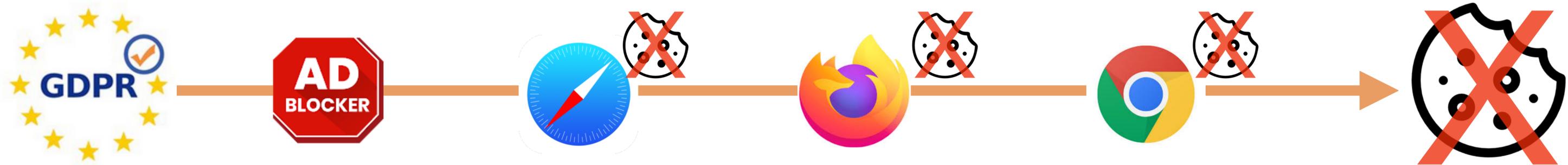
✅ **Obtain consent from your customers so you can get to know them better and improve brand experience.**
Take advantage of GDPR and build relationships with your users based on trust.

✅ **Build your own consumer database with First-Party data.**
Analyse, segment and know your own customers like nobody else; Benefit from your own data instead of trusting on data from third-parties.

✅ **Don't depend on third-parties to communicate with your customers**.
Gain a clear competitive advantage over other players, don't use the same data that perhaps even your competitor is also buying.

✅ **Your customers are demanding personalised omni-channel experiences.**
Don't limit your campaigns to external channels: combine them with your own capabilities: Email, DMP, Push notifications…

✅ **Reduce costs through better conversion improvements (CTR, CPL & CPA).**
You will gain more Clicks, Leads and Conversions whilst improving engagement and sales.

GDPR, ISO 27001

Proactive GDPR

Xeerpa helps your organisation comply with all GDPR and LOPD, with a series of measures and functionalities that make easy the obtention, management and control of the information shared by users.

Furthermore, **Xeerpa** has been awarded the ISO-27001 certification for all processes regarding the security and management of this data, reinforcing our commitment to the protection of your information.

GDPR Requirement	What Xeerpa does about it	Success
Customer consent	Xeerpa stores the decision made by each user on whether to consent or not the sharing of their individual personal data when registering to your website, mobile app, promotion or Wi-Fi portal.	✓
Progressive permissions	Xeerpa has the capacity to prevent any processing of personal data until the user has explicitly consented to share it with you, including double-opt in techniques and progressive permission strategies.	✓
Easy data record access mechanisms	Xeerpa provides functionality so your website or app can offer the user the option to view or download all the personal data you store about them, at their request.	✓
Data correction/ Integrity mechanisms	Xeerpa provides mechanisms so the personal data stored for a user can be corrected and its integrity verified, in compliance with the rights of any user as per the new regulations.	✓
Data portability	Xeerpa provides functionality so you can provide a user with all the personal social data stored from them.	✓
Data deletion and rectification	Xeerpa provides functionality to permanently delete all or part of the personal data stored for each user, both manually and automatically.	✓
Data pseudonymization	Xeerpa offers the necessary functionality to transform personal data into anonymous information.	✓
Age gating	Xeerpa provides functionality to prevent the storage of data from users of a certain age.	✓
Proof of Consent	Xeerpa can store metadata associated to the registration process or interactions of a user with your website or app, including the specific terms and conditions that the user accepted at the time of registration or sign up.	✓
Data Location & Data Transfer	Xeerpa offers the option of several hosting locations for the personal data, including servers in the EU and America. International data transfers are also under your control, in compliance with the new regulation.	✓
Facebook Data deletion	Automatic Account Deletion, in the case a user revokes data access permission from your site's Facebook app.	✓
Facebook Data Updates	Automatic Account Updates, in the case a user updates her/ his Facebook profile after registering to your website or app.	✓

How we can help

✅ **7+ years experience as the most advanced social media profiling solution**
CRM enrichment, Profile 360 and Customer-Centric strategic projects.

✅ **Top brands across a variety of industries trust in Xeerpa**
Media, Banking, Fashion, Retail, Sports, FMCG, Beauty, Travel & Tourism, Automotive…

✅ **Up and running in 1-2 weeks**

✅ **Our skilled team is here to help**
Data Scientists, Developers, Digital Marketing experts and Customer Success leaders to make sure your investment has a return.

✅ **100% of our clients have obtained Facebook certification to request advanced data points**
Such as user Likes, Posts or Locations become available through the API.

✅ **The most advanced social media profile**
Influence, Engagement and Fan Value scores, as well as Personality traits for each user.

✅ **250+ categories of interest**
classifying all Likes, brands, celebrities and communities in Social Media, with the possibility of adding new ones based on your needs.

✅ **Personalised Dashboards, powerful, intuitive and easy to use**
Fully featured to facilitate segmentations and analysis.

✅ **Complete integration**
with your preferred CRM, CDP, DataLake, DMP and Marketing Automation solutions.

✅ **You own your data**
Xeerpa is a service provider, all the data collected and analysed is always your property.

✅ **Experts in GDPR compliance and ISO-27001 certified**
The security and privacy of your users' data is our number one priority.

How can we get started?

Xeerpa

Why not try it first?

xeerpa

Set up

Data capture: Profiling

Analysis and Segmentations

Activation and conversion

1   2   3   4   5

1.- Xeerpa integration into selected properties: Social Login implementation in websites, promo landings, Wi-Fi portals or mobile apps

Approx. 1 week

2.- Facebook's permissions approval process

Approx. 1 week, **Xeerpa** on your behalf

3.- Go live, obtain data from users in real time including full access to the Xeerpa Dashboards and exports for your CDP/DataLake

1 to 6 months recommended period to obtain the maximum number of social login registrations

4.- Data analysis, identify key segments for your business, Buyer-Persona definitions, select targets for campaigns

Approx. 1 to 2 weeks

5.- Activate campaigns based on segmentation and targeting: **Test the ROI**

Thank you!

xeerpa

✉ hello@xeerpa.com

🖥 xeerpa.com