meiro

Singapore-native Customer Data Platform for next-gen marketers

Helping companies worldwide improve marketing ROI

CHEMIST WAREHOUSE DISCOUNT CHEMIST · Supermom · KLY KAPANLAGI YOUNIVERSE · BCA · HOME CREDIT · Vidio · PLAYPARK · Emtek · GROUPON

Unify customer data across online/offline touchpoints

Recognise customers transacting both online and in-store, using offline insights to improve the relevance and timing of your campaigns across digital channels.

Create omnichannel customer journeys

Use holistic customer insights for precise segmentation and synchronised audience targeting across marketing channels, driving personalised experiences and revenue growth.

Increase conversions with tailored recommendations

Leverage AI-driven nudges to personalise campaigns to each customer's unique lifecycle, enhancing customer retention and lifetime value (CLV).

Optimise acquisition costs & ad spend

Utilise granular segmentation, lookalike modelling, suppression, and AI algorithms to continuously optimise ad performance by automatically adjusting targeting parameters and content for maximum effectiveness.

Comply with data residency requirements

Adhere to data privacy regulations by prioritising customer consent, data residency, and control. Meiro offers flexible hosting on every public cloud and on-premise in Southeast Asia.

✓ **Private workloads**

✓ **On-premise hosting**

✓ **Managed solutions on any public cloud**

Wall-to-wall CDP

From schema-less data ingestion and data management, to activation across marketing channels.

Enabling security and data control

Supporting on-premise installations and bullet-proof security verified by external penetration tests & scans by clients from banking & insurance industries.

First-class identity stitching

Achieving a single customer view across domains, devices, touch points, online & offline to increase addressability and targeting precision.
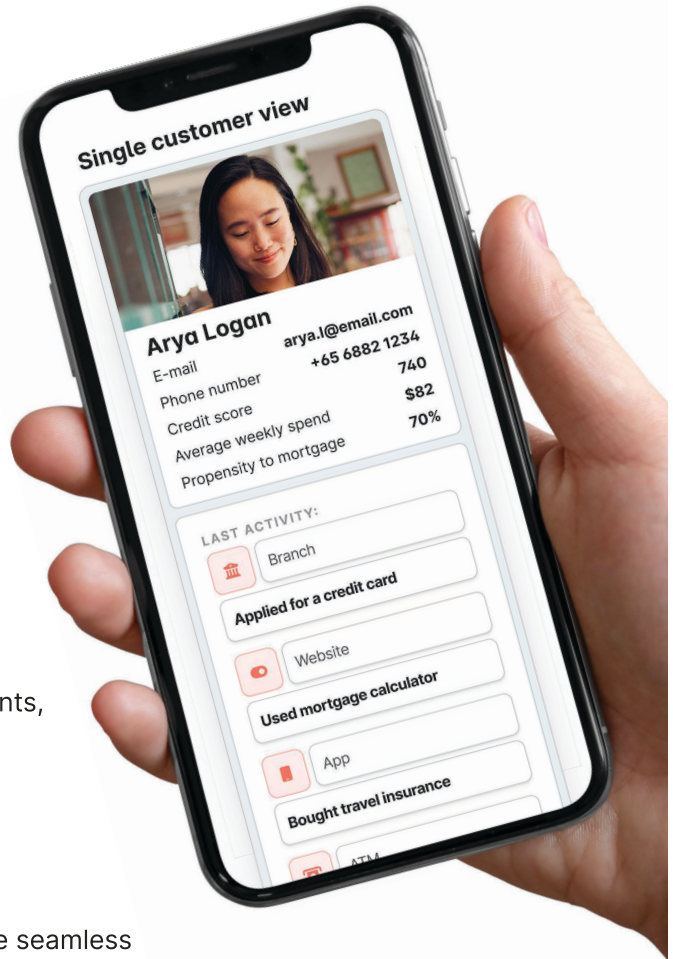
Limitless connectivity

Over 300 maintained connectors and built-in ETL/Reverse ETL ensure seamless integration and real-time data synchronisation across various systems.

Omnichannel marketing

Featuring no-code audience segmentation, customer journey builder, native direct marketing channels (email, mobile and web push), and integrations with advertising & programmatic platforms.

Single customer view

Arya Logan

E-mail	arya.l@email.com
Phone number	+65 6882 1234
Credit score	740
Average weekly spend	$82
Propensity to mortgage	70%

LAST ACTIVITY:

- Branch
- Applied for a credit card
- Website
- Used mortgage calculator
- App
- Bought travel insurance
- ATM

Economic impact of meiro

+300%
Higher conversion rates

+500%
Better cost per acquisition

+160%
More CTR for ad campaigns

+25%
Increase in retail media revenues

The exceptional support from the Meiro team has been instrumental in our success. I highly recommend Meiro CDP to businesses aiming to optimize marketing strategies and drive growth.

Kent Len
Head of Performance Marketing, Chemist Warehouse

+15%
Conversion revenue for just abandoned basket emails

I can honestly say that their knowledge comes from extensive experience. If I think of CDP and how it should look within the company, I truly believe that Meiro CDP is a benchmark.

Peter Tomko
Group Data Strategist, Dr.Max