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Antsomi CDP 365 FAQ



FAQs on “**Segmentation and Tracking**”

Antsomi CDP 365 FAQs on | 🎯 Segmentation and Tracking

Introduction:

"We've collected a lot of data, but **how do we actually use it?**"

Many marketers and advertising agencies find themselves with website visitor data and customer lists, but these often appear as mere rows of numbers, **with the individual customer's profile remaining blurred.**

To truly transform collected data into something valuable, it's essential to understand each customer as an individual.

This document is specifically designed to answer these questions about **"segmentation" and "behavior tracking"**. Discover how Antsomi CDP 365 can address your challenges to gain a deeper understanding of who your customers are and what they are thinking.



FAQ at a Glance

Use this table to get a quick overview of each topic. Feel free to jump to the relevant section by clicking on the clickable page number for more details.

	FAQ	Answer Summary	Page
	What are the segmentation features?	It offers two powerful approaches: Client-Defined Segments that you create based on your own rules, and AI-Powered Segments that automatically group customers based on predicted behavior.	p.4 
	What is the scope of data tracking?	It primarily tracks activity on your owned media (like your website and app). Off-site activity is not tracked automatically but can be integrated for a wider view.	p.6
	How does it track users across devices?	It combines cookie and login data to unify profiles. Once a user logs in, their activity across different devices can be progressively merged into a single customer view.	p.7

The Second Step in Customer Understanding: How to Segment and See Your Customers?

Having plenty of data doesn't automatically lead to understanding your customers. For many businesses, data can feel like a list of abstract numbers rather than a collection of real people, leaving the "face" of the customer blurry.

"We've collected a lot of data, but how do we actually use it?"

Rest assured, Antsomi CDP 365 is designed to solve this "invisible customer" problem. Through powerful segmentation and behavior tracking, you can transform abstract data into clear, actionable customer profiles.

Let's address some of the most common questions about **"segmentation and tracking"** raised in our webinars.



Q1: What are Antsomi CDP 365's customer segmentation features?

A: Antsomi CDP 365 offers **2 powerful approaches** to segmentation, allowing you to subdivide customers and deliver optimized strategies for each group.

@ 1. Client-Defined Segments

This feature allows you, the marketer, to create your own segments based on clear, specific criteria. It gives you the flexibility to group customers based on your unique business strategies.

Examples include:

- "Top 10% of customers by purchase amount"
- "Users who viewed a specific product category 3+ times in the last 30 days"
- "Customers who have not made a purchase in the last 6 months"

2. AI-Powered Segments

Antsomi's AI automatically analyzes vast amounts of customer data to identify patterns and generate segments for you. This enables more sophisticated customer understanding and allows for proactive, predictive marketing.

Segments are based on:

- **Future Behavior:** Such as churn prediction or next purchase prediction.
- **Customer Lifecycle:** Such as new, loyal, or dormant customers.



Q2: What is the scope of data tracking with Antsomi CDP 365?

Does it track user activity outside of our website?

A: Antsomi CDP 365 **primarily tracks activity on your owned media** (your website and app). Off-site activities are not tracked automatically, but can be integrated.

✓ What We Track (Owned Media)

Through tracking tags installed on your website and app, we collect real-time behavioral data from your visitors.

This includes:

ex) Page views, Clicks, Form submissions

✗ What We Don't Automatically Track (Off-site Activity)

Activities on other platforms, such as social media interactions or visits to other websites, are not automatically tracked.

🔗 Expanding Your View (with Data Integration)

You can achieve a more comprehensive view of the customer journey by integrating off-site data. This requires special configuration to connect external data sources with Antsomi CDP 365.

Examples of integrable data include:

ex) POS (Point of Sale) data



Q3: Are different devices recognized for the same user without a login?

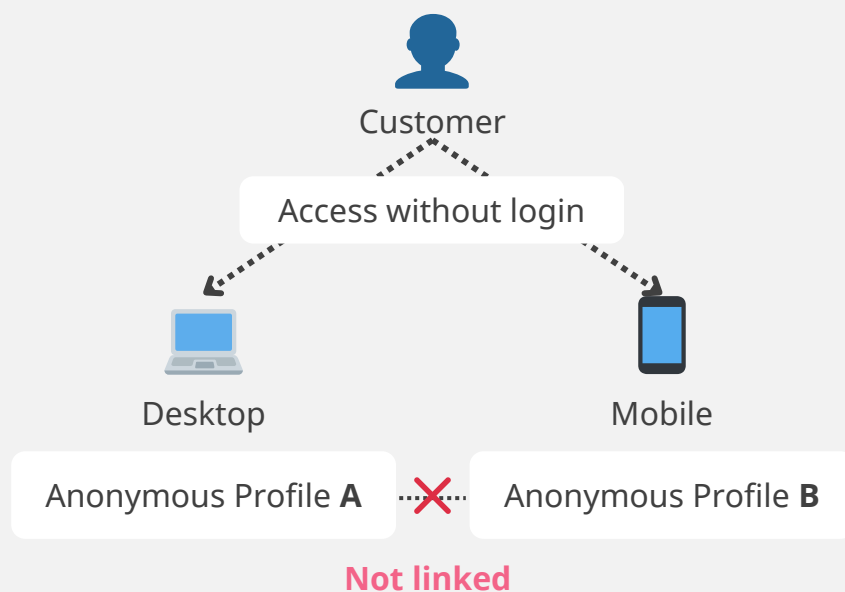
A: Recognizing a single customer across multiple devices is key to providing a consistent experience. Antsomi CDP 365 cleverly **combines cookie data with login data** to build a unified customer view.

Here's how it works in different scenarios:

Scenario 1:

Anonymous Access on Multiple Devices +

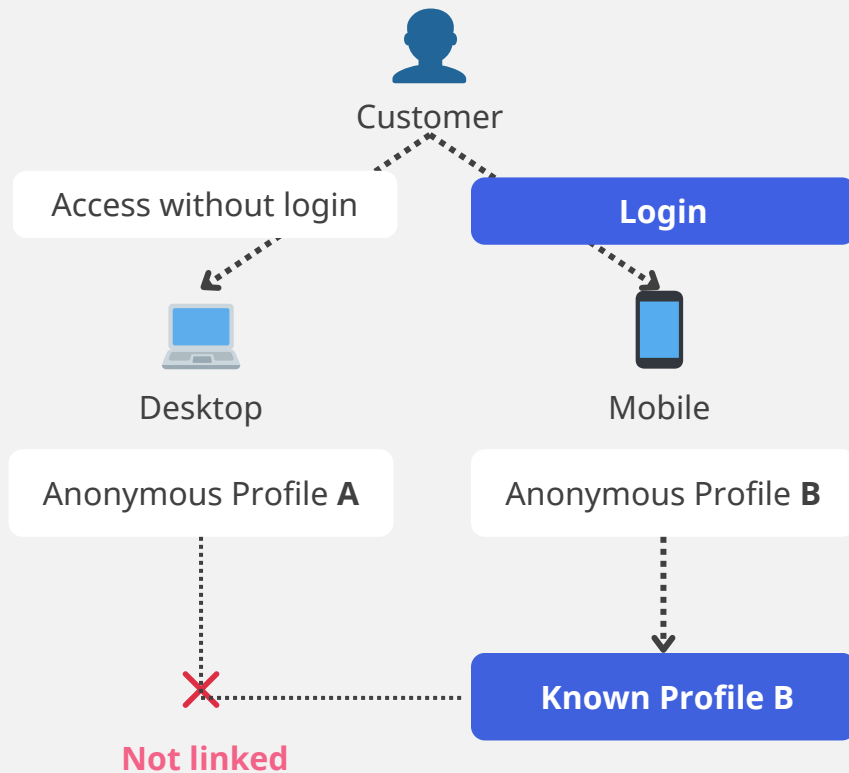
If a customer visits your site from their laptop and smartphone **without logging in**, Antsomi CDP 365 will see them as **two different anonymous users**. While personalized content can still be shown on each device, their profiles are not automatically merged.



Scenario 2:**Login on One Device** →

If that customer later **logs in** on their smartphone, Antsomi CDP 365 **links their login information (e.g., email) to that device's anonymous cookie ID**.

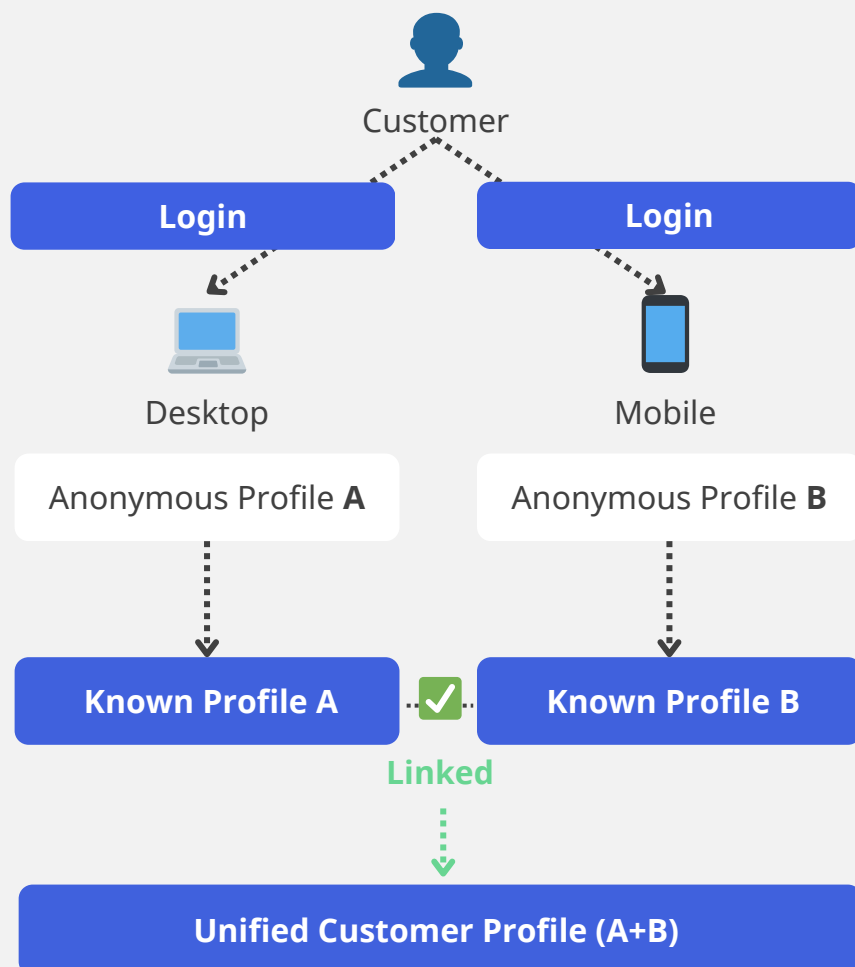
At this moment, **all past anonymous activity on that smartphone is merged into their known customer profile**, enabling personalized communication across channels like email and SMS.



Scenario 3: Login on All Devices 🧡

When the customer also **logs in** from their laptop, their identity is confirmed on that device as well. Antsomi CDP 365 then **merges the profiles from the smartphone, the laptop**, and all associated anonymous data into a **single, unified customer profile**.

This allows you to see their complete, **cross-device** journey and provide a truly consistent experience instead of a fragmented one.



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Conclusion:

Thank you for reading this far. The vague concern of "not seeing the customer's face" will become a thing of the past.

As demonstrated in this FAQ, **segmentation powered by both AI and human insight, along with integrated cross-device behavior tracking**, dramatically elevates the level of customer understanding.

As a result, your marketing will evolve from mere mass-market approaches into **meaningful "one-on-one conversations"** that truly resonate with your customers.

If you are interested, please feel free to contact us anytime.

- **Request a demo**
- **Request an individual consultation**
- **Request more information**

We look forward to hearing from you.



If you have any questions,
contact us any time!

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