Adestra + ONEcount™
THE FIRST-PARTY DATA PLATFORM

Unlock engagement and drive revenue with unified customer data and AI-powered email personalization - delivering the right content to the right audience at the right time.

Key benefits

The partnership provides enterprise marketers the tools to make a difference:

- **Seamless data integration** between ONEcount's CDP and Adestra's email platform for unified customer engagement.

- **360° customer view** leveraging ONEcount's ID Graph with Adestra's audience targeting for precision marketing.

- **Frictionless identity management** with single sign-on, profile centers, and social log-in powering personalized user journeys.

- **Behavior-driven campaigns** that convert anonymous visitors into known/identified users with full engagement history.

- **Hyper-personalized email** powered by AI insights, segmentation, and dynamic content delivery.

- **Multi-brand scalability** enabling publishers to manage multiple publications and audiences effortlessly.

- **AI-optimized engagement** including predictive send times and automated journey orchestration.

- **Code-free campaign creation** with intuitive dynamic email templates, forms, landing pages, and data collection.

- **Comprehensive analytics** unifying web, email, social, and event data with real-time reporting.

- **Proven deliverability and inbox placement** expertise ensuring messages reach the inbox with optimized performance.

- **Continuous optimization** with A/B and intelligent split testing across email and multi-tactic digital touchpoints.

Better together

ONEcount

ONEcount's CDP and Activation Suite unifies disparate systems and data silos into a single fabric of identity, access management, Smart Paywalls, behavior- and PII-based targeting, lead generation, and campaign reporting via ONEcount BI— driving higher engagement, monetization, and data-driven decisions.

Adestra

Dynamic lifecycle marketing and email experiences to drive conversions and engage your email audience with personalised content and automated workflows.

Trusted by global marketing experts and consumer revenue teams, powered by AI, to deliver the right content at the right time to the right audience.

Ready to get started?

Speak to one of our experts or your Customer Success Manager to understand how you can utilise the integrated partnership between Adestra and ONEcount.

Talk to Us