4 REASONS WHY CELEBRUS STANDS OUT FROM THE CROWD

Offering unique capabilities, Celebrus data delivers outstanding benefits to businesses that are serious about providing world-class customer experiences and shift their marketing activities from reactive to 'in the moment'.

1.

Celebrus captures more granular and complete customer data than any other solution on the market.

• Captures all data from every single 1-to-1 customer interaction across all digital channels, in real time.

• Processes customer data in milliseconds ready for use in personalization or analysis.

2.

Celebrus is the only solution that leverages machine learning to deliver Automated Marketing Signals (AMS) that can activate enterprise decisioning systems in real time.

• Interest and conversion signals are detected using pre-configured Machine Learning (ML) and then fed instantly to decisioning solutions so businesses can respond in the moment with automated content, tailored to an individual customer's text inputs, on any channel.

3.

Celebrus provides the industry's most detailed customer profiles, enriched with sentiment scores.

• Data mapping helps enrich customer profiles with valuable context that lies outside digital interactions.

• Pre-built connectors with real time scoring environments enable instantaneous profile enrichments with propensity scores across a wide range of dimensions.

4.

Celebrus provides the lowest latency connectors to a range of decisioning and analytics solutions and Marketing Cloud platforms.

• Real time connectors with enterprise decisioning solutions deliver data within milliseconds. This enables in the moment next-best-action driven content personalization.

• Celebrus Instant Personalization enables the instant delivery of personalized content to any browser or mobile app without the need for CMS systems.

• Easy connection to your Marketing Cloud and Cloud storage vendors. Seamlessly supports your data strategy.

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