

Celebrus CDP for Communications

Delivering personalized, highly relevant offers to increase CX and revenue

Celebrus CDP enables communications providers to compete for market share by delivering a highly differentiated customer experience across all digital channels. We understand that delivering relevant, individual-level personalization at scale and within a highly competitive market can be a significant challenge.

Celebrus CDP features innovative technology specifically developed to deliver high-quality interaction data to transform insights into customer behavior and preferences. Celebrus enables communications providers to leverage contextual data for enhanced customer visibility and understanding, while using intelligent signals to identify behavior that indicates sales opportunities or threats.

Detailed, highly structured Celebrus data provides visibility into the products your customers are interested in at an individual level and connects to decisioning solutions within milliseconds to suggest next-best-actions before a page loads. This offers communications providers the opportunity to reach out to each customer with a highly relevant offer or call to action in-the-moment on the channel they're already interacting with.

**“Celebrus
has helped improve
the customer experience
by enabling more
targeted marketing
campaigns and
greater levels of
personalization.”**



Deliver genuine one-to-one marketing in-the-moment to optimize customer experience



Cross-channel identity resolution



Hyper-personalization



Customer profiles at scale



Detailed audience segmentation

Innovating the way communications providers leverage customer data

Real-Time Identity Graph



Tailor every session to a customer's interests, regardless of whether the visitor is authenticated or anonymous

Celebrus CDP enables you to identify channel visitors within milliseconds, so you can deliver a personalized experience in real-time. Celebrus Identity Graph is embedded within your digital infrastructure and completely unimpacted by industry challenges. Our unique solution captures and leverages a range of customer identifiers and interactions to build a comprehensive view of individual identities across channels, even as they move from anonymous to logged in.

Celebrus CDP Profile Builder



Maintain the integrity of your valuable customer data while eliminating silos

The marketing team will ultimately have different IDs and attributes that they care about. Same for the advertising team, the CX team, the data science team, and any other traditional “siloes” team in your business. Celebrus CDP Profile Builder empowers you to build separate profiles for each business unit off of the same data model without impacting the underlying data. No more creating different report suites or properties/apps in traditional web analytics solutions, which creates a mess for maintenance, governance, and compliance.



Capture granular customer behavior and interaction data to drive higher customer retention



Tagging-free 1st party data solution

Celebrus CDP is the leading, real-time enterprise data capture solution with the ability to capture the richest and most accurate customer behavior and experience data across all platforms. Our innovative technology replaces conventional JavaScript tagging with a single line of code.



Real-time, actionable marketing signals

Captured Celebrus interaction data populates our published data model, combining 100+ tables to build a complete record of customer interactions. Celebrus CDP instantly detects key signals of opportunity or threat from customer behavior and connects it to enterprise decisioning solutions within milliseconds.



Generate accurate insights

Understand how customers interact with your digital content and gain accurate vision into actions across channels and devices with multi-touch attribution models.



Better experiences with hyper-personalization

Improve customer experience with omnichannel one-to-one personalization at scale. Digital event streams and machine learning identify opportunity and intent signals for smart decisioning.



Cross-channel identity resolution

Unify cross-channel customer data to power analytics and build detailed customer profiles. User interactions are automatically stitched together over time, across channels, all sessions and devices – the list goes on!



Behavioral and predictive analytics

Truly understand your customers to deliver highly targeted, in-the-moment offers to individuals, rather than the broad segment approach of other solutions. Accurate intent prediction enables your enterprise to make the right decision in real-time, every time.



Compliant customer interaction data

Celebrus captures all customer interactions, from behavior to biometrics, on any channel or device, then stitches the data into one comprehensive profile. Unimpacted by restrictions faced by others, we're in full compliance with evolving regulations.



Secure and responsible data capture

Leading enterprises choose Celebrus for our data security and control capabilities. Our intuitive interface controls data collection in real-time and conforms to customer consent changes. Celebrus also offers the leading data platform for fraud detection & prevention.

Customer Success



Leading European telco leverages data to enable highly relevant, real-time, in page personalization

Use Cases:

- Behavioral signals which indicate sales opportunities rapidly identified
- Enterprise level next-best-actions inform delivery of hyper-personalized content
- Connects to best-of-breed decisioning solutions in milliseconds for in-the-moment content delivery

↑\$Ms

increase in sales due to hyper-personalization

3-10x

ROI per campaign over the first 5 years

50%
reduction in customer churn with instant, personalized retention offers

Top communications provider improves retention by capturing behavioral data to instantly identify signals of customer churn

Use Cases:

- Behavioral data enables rapid identification of churning customers
- Highly relevant, personalized retention offers served in-the-moment
- Real-time decisioning generates instant response to churning behavior before it's too late