



Power your organization with the industry's gold standard for identity

Overcome identity challenges to deliver individual, moments-based experiences

Managing and persisting identity across digital channels is the number 1 challenge for enterprises working to transform their customer experience. It's a balancing act between meeting rising customer expectations and ensuring compliance to increasingly stringent data privacy legislation. Additionally, the impact of Apple ITP, browser restrictions, GDPR, and other regulations is extensive and provides challenges to 3rd party solutions.

Unlike 3rd Party solutions, Celebrus effectively manages and persists digital identities across channels, with an unlimited ability to recall the profile attributes needed to build the moments-based experiences consumers expect.

Celebrus is a true 1st party solution that delivers unrivalled identity capabilities.

Identity



Compliance



Activation



Best in class solution - the only 1st party ID graph

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Fully owned, managed, and controlled by your organization

100%

Comprehensive profiles available in milliseconds

100ms

Celebrus CDP instantly captures, stitches, and activates all customer data across channel and device in a 100% compliant manner.



Capture data once, leverage the same data model across any channel or device

- Build profiles and persist identities in a 100% compliant manner
- Automatically stitch together identity across channel, device, and over time
- Frictionless customer experience, individually personalized in the moment
- Comprehensive capture of all behavior and interactions to build business-specific profiles
- Share vital information in real time with any downstream application in the format required
- Connect 1st party data using segmentation capabilities to solve advertising gaps

Identity is the Currency of Customer Experience



Visitor retargeting



Real-time decisioning



Fraud detection



Smarter machine learning



Marketing mix modelling



Consent & Compliance



Hyper-personalization



Channel orchestration



Audience segments



Customer experience



Cross-channel analytics



Eliminate data silos

Real-Time Identity Graph



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

Celebrus enables you to identify channel visitors within milliseconds, so you can deliver a personalized experience in real-time. Celebrus' innovative 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 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 "silos" team in your business. Celebrus 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.

