

CELEBRUS CDP FOR

Chief Data or Digital Officers



Your role as CDO is pivotal to the success of your business.

In fact, data and analytics are crucial to the operations of the modern enterprise. The 2021 Gartner Board of Directors Survey found that not only has demand in data and analytics (D&A) increased since the onslaught of the COVID-19 crisis but the urgency to drive digital transformation has also changed. Here are some of the top challenges we have found are facing CDO's.

“ *The prime selling point for this system is that it is so flexible. We have implemented the software with the confidence that any future changes won't result in our having to spend weeks of development time changing the configuration of the system* ”

So what you are trying to achieve? If you find you need to:

- Become a data-centric enterprise
- Provide the best customer data available to build an accurate 'single view of every customer'
- Eliminate internal data silos
- Reduce commercial risk and meet your compliance and regulatory requirements
- Democratize your data assets across the enterprise, including Marketing, Product Development, Sales and Fraud
- Establish best practices and ensure control around data security and handling
- Slash the amount of wasted time spent on data wrangling – free up your data scientists to spend more time doing the analysis and extracting valuable insights
- Optimise ROI of your data investments and work with trusted suppliers
- Deliver revenue growth from data-led strategies
- Leverage Cloud technologies

How can Celebrus CDP help?

- Capture individual-level digital customer data from customer behaviors and interactions more easily across channels and devices
- Captures all customer interactions, experiences and behaviors without the expense and limitations of traditional tagging. No other solution can capture interaction data in such detail
- Eliminate the hassle, time and effort taken to structure your customer data from multiple sources using the out-of-the-box Celebrus data model. This enables you to rapidly create an omnichannel single customer view. And it is simple to connect with any, or all, of your existing enterprise systems
- Contextualise and enrich Celebrus data streamed in real-time to power analytics and decisioning to enable genuine one-to-one personalisation on any channels
- Deploy, on-premise or in secure Cloud environments, to meet your organisation's exacting security and compliance requirements (to ISO27001 standards)
- Get your customer data delivered in parallel to multiple target databases or systems to provide a single source truth for
- No need for custom ETL with the pProven, highly scalable Celebrus solution which is quickly deployed with a single line of code

What have our clients achieved with Celebrus CDP?

5x uplift in campaign conversions - Leading Global Bank

50-70x uplift in click-through rates due to more relevant content personalization - Global Retail Bank

“ *The decision to extend the use of Celebrus across the organisation was based on the flexibility, agility and actionability of the real-time granular data and tagging-free nature of the technology* ”

To find out more or discuss the value Celebrus CDP can bring to your business, watch our 2 minute solution video or contact us to arrange a demonstration

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