

CELEBRUS CDP FOR

Customer Analytics Teams



As a leader of Customer Analytics you are probably aware that Customer Data Platforms are booming.

This has been a trend that has accelerated with the pandemic due to the need to enrich the customer journey and utilize vast data that spans far beyond what exists in most companies systems of record.

The key though, isn't just having the data, but using yours intelligently and effectively to better understand your customers, opportunities, weaknesses, financials, and risks. If you're a leader of Analytics or the CMO involved in leading the implementations in analytics to deliver stronger performance for your organization, you will probably find you are focused on one or more of the following:

“ *After using the Celebrus CDP software for two years, I have yet to find a question that the data captured cannot answer* ”

Stefan Hanekamp, Online Marketing Analyst, FBTO

What are you trying to achieve?

- Deepen your customer understanding and create an omnichannel single customer view
- Enhance methodologies such as behavioral segmentation and affinities modelling
- Power predictive analytics models to accurately calculate future customer behaviour
- Enable analytical insights which enhance customer retention, acquisition and lifetime value
- Develop sophisticated models that inform real-time decisioning
- Understand and enhance customer journeys, identify issues and optimise paths to success
- Build accurate attribution models to optimize marketing investments
- Uncover latent demand revealed through browsing, search and basket behaviours

How can Celebrus CDP help?

- Individual-level digital customer data from behaviors captured across channels and devices that is easy to connect with other customer data sources to create a comprehensive customer view
- Real-time, contextualized and enriched data to power streaming analytics and decisioning for optimal one-to-one personalization across all digital channels
- Optimize existing investments in digital marketing and analytics by utilizing better data, faster across your business
- Flexible data connection options: either supply complete data to your Data Warehouse to give you all the insight you need or feed decisioning applications with powerful yet concise signals which enable real-time personalization.
- Easy to deploy, highly scalable tagging-free solution which collects and delivers data without the need for custom ETL

What have our clients achieved with Celebrus CDP?

1.5 times improvement in propensity model

by adding in online behavioral data - Global Retail Bank

>90% accuracy of predictive campaign modelling

within 24 hours of campaign launch - FBTO (Achmea Group)

“ *We have over 50 predictive models which, before having Celebrus data, were based on transactional and payment insights. Enriching this with Celebrus data, has significantly improved the accuracy of the models from 75% to 93%* ”

Head of Web Analytics, Leading European Retailer

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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