

CELEBRUS CDP FOR

Digital Marketing Teams



Your role as Head of Digital Marketing is facing many significant challenges in 2021 and beyond.

As you continue to collect mountains of customer data the problem remains that much of this data is not connected and so is unusable. Your customers want you to 'listen', understand and act on their data. However, for many this remains a challenge because of disparate data sources, marketing technology that doesn't interoperate well, and the inability to distil insights that translate into actionable insights.

“ Celebrus CDP has helped us to improve the customer experience by enabling more targeted marketing campaigns and greater levels of personalisation. And all while maintaining the speed of our sites ”

Head of Data Science, Shop Direct

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

- Leverage customer interaction data to transform Customer Experience (CX) across all of your digital channels
- Deliver highly relevant experiences at scale for each of your customers based on their interests and needs
- Optimize and more accurately measure the results of your digital marketing investments
- Power personalization and 'next best actions' across websites, emails, mobile apps and other channels
- Map your customer journeys in detail and identify black spots hidden by aggregated data
- Identify channel, technology and timing preferences for individual customers
- Create a complete single customer view (SCV) across channels, devices and time
- Sort, grade and deliver online leads for enhanced sales efficiency

How can Celebrus CDP help?

- Easily connect your customers' digital behavioral data with relevant data from the other sources across your company. Create a detailed and powerful digital profile for every customer
- Get access to real-time, contextualized and enriched data to power your streaming analytics and decisioning for optimal one-to-one personalization across your individual customer's preferred channels
- Optimize your existing investments in digital marketing and analytics by utilising better data, faster across all your business
- Flexible data connection options: either supply complete data to your chosen Data Warehouse (e.g. Teradata, SAS etc) to give you all the insight you need or feed decisioning applications (e.g. Pega) with powerful yet concise 'intent' 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?

>£600k p.a. savings by eliminating 50% of channel switching by customers from online to offline - Global Retail Bank

11% increase in online ancillary sales through website, email and live chat personalisation - Global Retail Bank

“ Celebrus CDP provides detailed context to a customer journey, uncovering far more about the customer and the route to conversion ”

Marketing Web Analyst, Centraal Beheer Achmea

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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