

Turning fragmented visits into revenue through recovered identity

Most digital visitors never log in, yet they research, compare, and return with real intent. Traditional analytics and CDPs lose that signal the moment a cookie expires or a device changes – forcing brands to pay twice to reach the same customer. Celebrus changes that equation, capturing and resolving first-party behavioral data in real time into one continuous identity brands can act on.

SUBSCRIBER BRAND

1.17MRETURNING PROSPECTS
IDENTIFIED & PERSISTED**+10.6%**MORE RETURNING CUSTOMERS
RECOGNIZED WITHOUT LOGIN**22.3K**CUSTOMERS UNIFIED
ACROSS DEVICES**\$100M**ESTIMATED ANNUAL
REVENUE OPPORTUNITY

This subscriber brand had already built a large, loyal customer base – but its analytics stack could only reliably recognize a fraction of the visitors returning to its digital properties. Every expired cookie, browser change, or device switch reset that recognition to zero, and pre-login research was lost the moment a prospect converted. The result: the brand was repeatedly paying to reach an audience it had already earned.

THE CHALLENGE

- **Recognition resets:** known customers looked like new visitors whenever cookies expired, browsers changed, or devices switched.
- **Lost pre-login intent:** prospects researching across multiple visits started over each time, with no history attached at sign-up.
- **Privacy-restricted browsers:** nearly half of all traffic sat on Safari and Firefox, where cookie-based recognition is increasingly limited.
- **Wasted acquisition spend:** the brand kept paying media and CRM costs to reach people it had already recognized once.

THE CELEBRUS APPROACH

- **Real-time deployment:** Celebrus captured first-party behavioral data from the first interaction, tag-free, across the brand's digital properties.
- **Persistent identity resolution** across anonymous, pre-login, and authenticated states, holding recognition through browser and device changes.
- **Resilient to ITP and cookie resets,** using patented first-party identity technology built for privacy-restricted browsers.
- **Fill critical gaps:** resolved identity streamed directly into the brand's existing orchestration and testing platforms.

WHAT CHANGED

Celebrus replaced resets with recognition. Identity that used to disappear with every expired cookie now persists across sessions, browsers, and devices – so research stays connected until it converts, and returning customers are recognized on arrival, not after another login.

THE RESULTS

- **1.17M returning prospects** – 18.4% of anonymous visitors stayed recognizable across visits and became an addressable, retargetable audience.
- **22.3K customers unified** across browsers and devices into a single identity, reducing duplicate re-acquisition spend.
- **48% of all traffic** ran through Safari and Firefox – and Celebrus recognized it anyway, where cookie-based tools lose visibility entirely.
- **+10.6% more known customers recognized** – roughly 811K returning customers identified without requiring a new login.
- **12.4% of authenticated customers** (248K of 2M) arrived with pre-login history already connected the moment they converted.
- **\$100M estimated annual revenue opportunity** from reduced re-acquisition costs and incremental warm-prospect conversion.

THE BOTTOM LINE

Celebrus resolved the identity this brand's existing stack couldn't – turning fragmented, anonymous behavior into a connected, addressable audience and a single customer view, without replacing a single tool already in place.

Ready to recognize the customers you've already earned?

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