Turning Anonymous Behavior into Revenue-Driving Identity

Celebrus

Today's brands face the same fundamental challenge: the majority of digital visitors are not logged in, yet they behave with clear intent. Traditional analytics and CDPs lose these signals, shrinking addressable audiences and limiting growth.

Celebrus changes that equation. By capturing and resolving first-party behavioral data in real time — across sessions, devices, and login states — Celebrus gives brands a persistent digital identity and a complete profile they can actually act on.

CASE STUDY
Global Gaming & Hospitality Brand
From Partial Recognition to Revenue in Weeks

THE CHALLENGE

This digital gaming and hospitality brand relied on traditional analytics to identify returning visitors. Despite years of data collection, they could only recognize around 30% of site visitors, limiting their ability to market to loyal customers when they weren't logged in. Their goal was clear:

• Expand the marketable audience

• Identify visitors who had authenticated in the past but were currently anonymous

• Trigger high-value actions like abandoned journey outreach at scale

THE CELEBRUS APPROACH

Celebrus was deployed across 100% of web traffic, capturing live behavioral data and stitching sessions — logged-in or not — back to a persistent rewards-based identity.

THE RESULTS

• **80%+ visitor recognition** achieved in just 8 weeks

• Surpassed the incumbent analytics platform by **40% by week three**

• **64% of all visits** matched to a rewards ID (up from 30%)

• **86% of returning visits** matched to a rewards ID (up from 40%)

• **Only 12% of visitors were logged in,** yet Celebrus successfully stitched the remaining majority of anonymous sessions

WHAT CHANGED

Celebrus turned anonymous loyalty into known, marketable identity, instantly expanding reach and revenue without changing customer behavior.

Celebrus

Global Automotive Brand
More Than Doubling the Marketable Audience Overnight

THE CHALLENGE

This automotive brand had invested heavily in a modern, composable CDP and used traditional analytics for reporting. Yet they knew something critical was missing:

High-intent visitors — researching models, configuring vehicles, and showing purchase signals — often returned without logging in. Those signals were invisible, and the audience remained unreachable.

They wanted to prove value from their data investment by finding new, high-value prospects they weren't already marketing to.

THE CELEBRUS APPROACH

Using Celebrus' identity and profile capabilities, the team analyzed historical behavioral data already flowing into their environment — without new tagging or long setup cycles.

THE RESULTS

- Analysis completed in **24 hours**

- Marketable audience increased from **~7,000 known emails to over 17,000**

- Identified thousands of previously unknown, high-intent visitors who had performed meaningful actions

- Enabled new, more relevant email campaigns tied directly to real buying signals

WHAT CHANGED

Celebrus exposed a hidden audience already engaging — and turned missed intent into a scalable growth opportunity.

Why Celebrus Delivers Different Outcomes

Both stories highlight the same truth: growth is constrained when identity is incomplete.

Celebrus solves the hardest problem in digital marketing — knowing your customers when they're not logged in — by delivering:

- Persistent digital identity across sessions, devices, and time
- Real-time, first-party behavioral data with zero delay
- Larger, more accurate marketable audiences
- Faster time-to-value without ripping out existing technology
- Built-in privacy, consent, and data ownership

When brands can finally recognize and act on the full customer journey, performance follows.

Ready to unlock the value hiding in your anonymous traffic?

Celebrus is the digital identity foundation that turns behavior into opportunity — instantly.

Book your demo