

Celebrus + Salesforce

Enabling brands to fill critical data gaps in customer journeys and marketing automation.

Salesforce teamed up with Celebrus to unlock new opportunities for engagement and performance. The goal was to increase addressable audience sizes by incorporating unknown and anonymous user profiles with our digital identity and profile technology. Celebrus allows you to recognize and engage new and returning users before the first page loads. The result is that brands are able to enhance their journey-building processes, deliver sharper insights, and derive more value.



Elevate Your Salesforce— Elevate Your Brand.



Competitive Edge: You are not using the full potential of Salesforce today—the Celebrus integration will fix that immediately



Enhanced Capabilities: Enrich Salesforce’s data model directly in Data Cloud with complete profiles and instant insights



Expanded Audience Reach: By understanding anonymous and logged-out users, we expand your addressable audience size for more opportunities and more conversions



Seamless Engagement: Capitalize on user interest instantly and retain history for users over time regardless of authentication status



Better ROI: Understand and engage users at all journey stages to drive higher conversions and customer satisfaction



Revenue Growth: By enhancing Salesforce’s capabilities, Celebrus enables partners to close deals faster and secure long-term client contracts

Solving Your Biggest Challenges

Consumer Data

Anonymous and logged-out user interactions are lost, leaving profiles incomplete

Missed Opportunities

Delayed action on interest signals drives users to competitors and missed add-ons

Default Tracks Overused

Can't track what consumers care about over time, so they end up in generic campaigns

Manual Effort & Latency

Time spent trying to bring all the data together rather than actioning it

Poor Customer Experience

Impersonal engagement erodes trust and loyalty, impacting your bottom line



Celebrus in Action

RETAIL

A visitor browses a brand's site but doesn't log in. Celebrus captures their interactions and builds a robust profile that Salesforce uses to tailor recommendations and re-engagement campaigns, resulting in a conversion during a future visit.



HEALTHCARE

A patient logs into a health portal but switches devices. Celebrus stitches the history of their logged-in and logged-out activities, enabling Salesforce's Health Cloud to send reminders about appointments or medications, maintaining HIPAA compliance.

TRAVEL

A traveler browses flights on a travel website but doesn't book immediately. Celebrus captures their interactions and builds a detailed profile. When they return to the site from another device, Salesforce uses this data to offer flight options and discounts, increasing the likelihood of a booking.



Request a demo

Our unmatched value is what sets us apart.

Celebrus delivers instant, comprehensive, and persistent profiles that include both logged-in and anonymous user data, filling critical gaps left by Salesforce's standard capabilities. Fully compliant with all global legislation, our patented solution tackles one of the industry's most difficult challenges: knowing your consumers when they're not logged in.

Unlike other platforms, Celebrus eliminates data latency and manual stitching efforts, ensuring that every interaction—past and present—can be acted upon instantly. This unique ability to enhance all three user categories (new, known-but-logged-out, and logged-in) gives brands an unprecedented ability to build seamless, smooth experiences.