

How to Fix Your Marketing Automation

Getting the most out of your
AI-ready data to drive results.



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Introduction

Today's brands have a big problem: they are drowning in data but struggling to use it effectively. There are never-ending choices of marketing automation platforms, but these tools often fail to support the three essential types of automation on their own.

The good news is that there is a solution. This guide will show you how to turn your raw customer data into a powerful, automated force that speeds up processes, creates a better experience for consumers, and drives business growth. This robust data foundation is also the essential prerequisite for maximizing the value of any downstream AI or personalization initiative.

You Need the **Three Pillars** of Marketing Automation

01

Latent Analytics (*The Analytical Approach*)

This is the discovery phase, where you go deep into your data to analyze customer journeys and behaviors. It's not about real-time action, but about uncovering hidden opportunities and building models that inform future campaigns. This deep, clean historical data is also the essential training ground for predictive and generative AI tools, ensuring they are built on truth, not guesswork.

For example, you might analyze past data to identify a group of customers who consistently browse a specific product category. This insight allows you to build a targeted list and create a personalized marketing campaign that is far more effective than a generic one.

02

Combined Current & Historical Data (*The Strategic Approach*)

This method combines a customer's current actions with their past behavior to make smarter decisions. An airline, for instance, might use this approach when a customer who has historically flown with a competitor is now searching for flights on their app.

By combining their current search with their past behavior, the brand can trigger a powerful "first flight" discount or a special offer to win them over in that moment. This requires a system that can update customer profiles in real time, giving your marketing automation platform a complete picture to work with – a full fidelity view essential for high-performing AI-driven strategic decisions.

03

Real-Time Triggers (*The Instant Approach*)

This is all about speed and seizing the moment. It's for times when you need to act instantly to capture a consumer's attention before they leave a channel. The most effective real-time triggers, such as a push notification or an in-app message, happen in milliseconds, bypassing the latency that often stalls other platforms.

This is how you can deliver a personalized offer at the exact second a customer is about to abandon their shopping cart, turning a potential loss into a guaranteed conversion.



How Celebrus Solves Your Challenges & Changes the Game

Most marketing automation platforms cannot support all three of these approaches on their own. They often struggle with latency as they try to aggregate profile data and reconcile identities, which takes valuable time.

This is where Celebrus is your game changer:

- By leveraging our identity graph, we build comprehensive customer profiles by collecting and enriching data from various devices and channels over time.
- These rich profiles contain crucial information like customer sessions, journeys, and all their interactions, along with marketing signals.
- We can also enhance these profiles in real time with data from other first-party systems, such as loyalty databases or customer data warehouses.

All of this data is made available to your marketing tools instantly. We do the heavy lifting so your marketing automation platform can simply act.

As the industry pushes toward AI, this data foundation is more critical than ever. Celebrus ensures that when your marketing automation platform or an external AI model needs to make a decision, it is powered by the complete, high-fidelity data required. You can't rely on AI if you can't rely on your data. This gives you an unbelievable suite of opportunities to engage with your consumers exactly when and how they want to be reached.



Real World Impact

Here are just a few examples of how Celebrus empowered brands to utilize the three pillars of marketing automation to drive tangible results.

Hidden Opportunities (*The Analytical Approach*)

Financial Services: A major financial services institution was losing a large number of potential customers who interacted with their online mortgage or loan calculators but did not complete the application.

Using Celebrus, they analyzed these behaviors to create a new marketing automation trigger that identified customers who repeatedly browsed products without purchasing. This allowed the bank to intelligently retarget these prime leads with automated email and direct marketing campaigns.

Result: This single campaign generated an incremental \$12M in revenue in just one year and created 360k new leads annually.

\$12M Revenue in one year

360K New annual leads

Past & Present Data (The Strategic Approach)

Insurance: A leading Dutch health insurance company wanted to improve its online customer experience and boost conversions. They used Celebrus' tag-free data capture to analyze visitor behavior in real time and combine it with existing customer information.

Their marketing automation platform then presented dynamically tailored banners during the five-stage quote process based on life stage factors (e.g., age, marital status, or children) captured in step one.

Result: This real-time personalization strategy resulted in a 24% increase in conversion rates within six months, demonstrating the power of combining current and historical data to deliver a more relevant experience.

24% Conversion rate increase Within **6 MONTHS**

In-the-Moment Offers (The Instant Approach)

Retail: An online lighting retailer struggled with high rates of website abandonment. They deployed Celebrus to capture and analyze behavioral data in real time, such as mouse movements and scrolling patterns.

Celebrus fed this insight into their automation engine, enabling the prediction of exit intent with 90% accuracy, instantly triggering personalized pop-ups, and presenting a low-value offer for top of funnel visitors and a high-value offer for bottom of funnel shoppers.

Result: The company saw a 48% reduction in checkout drop-offs and an 800% increase in performance compared to previous static intervention methods.

48% Reduction in checkout drop-offs **800%** Increase in performance

Personalized Pricing (*The Strategic Analytical Approach*)

Airlines: A global airline wanted to optimize its pricing strategies and increase revenue. They used Celebrus to capture detailed online browsing and booking data that was previously unavailable, such as search patterns for fixed dates, filtering by flight time, and preferences for different fare classes.

This enriched data, combined with offline customer profiles and historical booking information, powered their marketing automation platform to deliver personalized pricing models and tailored offers in real time.

Result: The airline achieved an annual revenue lift of over \$100M per \$1 fare increase and \$10M in incremental revenue, directly linking automated, data-driven decisions to profitability.

\$100M Annual revenue increase

\$10M Incremental revenue

Fraud Prevention (*The Proactive Approach*)

Retail: A multi-brand online retailer needed to stop identity theft and fraudulent accounts, which were difficult to detect with their existing tools. The company already used Celebrus for marketing data, so they extended its real-time, granular capture into fraud detection.

By analyzing known cases of identity theft, their fraud and marketing automation teams created patterns that allowed Celebrus to automatically flag and suppress fraudulent accounts in real time – before any goods were shipped or campaigns were wasted.

Result: The retailer was able to quickly identify and mitigate over £1M in customer fraud, with new cases of identity theft becoming traceable in minutes.

>£1M Customer fraud mitigated

Expanded Audience (*The Analytical Approach*)

Automotive: A leading auto manufacturer wanted to expand its marketable audience by reaching valuable website visitors who hadn't logged in. Many of these visitors were past customers or active buyers researching models and configurations.

Using Celebrus, the brand identified these high-value, unauthenticated visitors and connected them with profiles that could be fed into marketing automation for future campaigns.

Result: In just 24 hours, Celebrus uncovered over 17,000 marketable individuals in a single quarter, creating a new audience segment for targeted campaigns and ongoing automation.

>17K Marketable individuals in a single quarter

Increased Marketing Reach (*The Strategic Approach*)

Gaming & Hospitality: A major gaming and hospitality company struggled to identify non-logged-in visitors, which prevented them from triggering abandoned cart emails and personalized offers. Their legacy platform recognized only 35% of visitors, leaving automation workflows underpowered.

By deploying Celebrus across 100% of web traffic, the company fed accurate, real-time identities into its marketing automation platform, enabling campaigns to run at full scale.

Result: Within one month, Celebrus matched the total marketable audience of their previous vendor and enabled automation at a much larger scale – expanding reach and delivering more timely, relevant communications.

65% More visitors identified

Turn Frustration into Action

Ready to stop just managing data and start using it to your advantage? Let Celebrus do the heavy lifting, working with your current marketing automation platform, making your AI intelligent and reliable, and turning frustration into a flawless, compelling customer experience every time.

[Book your demo](#)

Learn more about how Celebrus transforms your marketing as the only solution that covers all three pillars of marketing automation.

Watch the video to learn more

