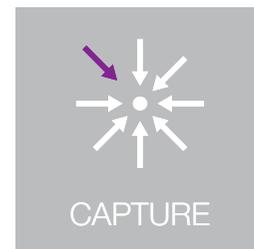


The Celebrus Real-time Enterprise Customer Data Platform



A division of D4t4 Solutions Plc

Celebrus | Customer Data Platform (CDP)



CAPTURE



TRANSFORM



DELIVER

Celebrus | Customer Data Platform

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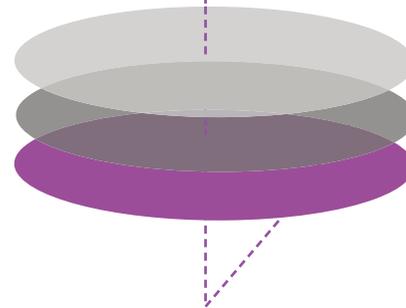
Age of the Customer Imperatives

We are in what Forrester has named the "Age of the customer,"¹ where empowered buyers demand a new and unprecedented level of customer obsession from the brands they interact with. To achieve the level of customer focus required to be successful in this new era Forrester prescribes that organisations must meet five imperatives:-



- Drive revenue with customer experience
- Differentiate with digital
- Build an insights-driven organisation
- Excel at customer-obsessed marketing
- Maximize the business value of technology²

To meet these five you need customer data. Not just any customer data. Extraordinary data! And a platform to capture, enrich and deliver that data to drive maximum value from it.



1. "Make Your B2B Marketing Thrive In The Age Of The Customer", Forrester Research, Inc., July 21, 2016

2. "Top Five Imperatives To Win In The Age Of The Customer", Forrester Research Inc., May 23, 2017

Enter the Customer Data Platform

Customer Data Platform, (CDP), is a new technology term and an increasingly important component of an organisation's marketing technology (martech) stack. Whilst much of the functionality and purpose of a CDP is not new, the name and definition is. The CDP Institute, run by David Raab, experienced industry analyst from Raab Associates Inc. and creator of the term CDP, defines a CDP as a *"marketer-managed system that creates a persistent, unified customer database that is accessible to other systems"*.³

According to Forrester, a CDP *"enables firms to profile and segment customer data, including both anonymous and personally identifiable information. Historically, these two categories of customer data were handled by separate systems, but there is convergence in new CDPs"*.⁴

As Forrester says, there are several data-focused components in a modern-marketing technology stack; the differences between them are often subtle and rapidly changing, so in 2017 The Customer Data Institute outlined what distinguishes a CDP from the other technologies available:

- enterprise data warehouses, data marts, data lakes, etc. are built and managed by corporate IT departments;
- data management platforms (DMPs) primarily store anonymous cookie data for display ads;
- integration hubs move data between systems but do not store it persistently; and
- personalisation, predictive modelling, attribution, and other systems assemble a customer database but do not allow external access.

According to Raab, each of the data solutions he outlined has strengths and weaknesses, but when looking from the perspective of a marketer *"the most important considerations include: deployment speed, cost, flexibility, scalability, data depth, openness, and marketer control. CDPs provide relatively strong performance across all these dimensions."*⁵

3. "The Customer Data Platform: A New Foundation For Customer Management", Raab Associates Inc., 2013

4. "TechRadar™: Digital Experience Platform Technologies, Q3 2016, Forrester Research Inc., September 12, 2016

5. "Customer Data Platform Industry Profile", Customer Data Platform Institute, January 2017

Why include a CDP in your martech stack?

Analysts and enterprises agree that a CDP is an important component of their martech stack, with the forward-thinking organisations having put a CDP in place several years ago, albeit under a different name at the time. For many of those early adopters, Gartner's view of the value a CDP profiles will resonate with them:

*"The unified view of the customer, enabled by the CDP, creates more efficient marketing through better targeting and coordinated orchestration, provides better visibility into the full customer journey, and enables personalisation, thereby improving the customer experience."*⁶

Forrester Inc. sees customer data as a linchpin for relevant experiences, with CDPs having emerged to help organisations to meet this mandate and deliver against *"the need to drive seamless, targeted, and rich multichannel digital customer experiences"*.⁽⁴⁾ With their research showing that *"improving customer experience is the No. 2 priority of business leaders in 2016, second only to growing revenue"*⁽⁴⁾ it's easy to understand why Forrester and other analysts see CDPs set on a growth trajectory.



4. "TechRadar™: Digital Experience Platform Technologies, Q3 2016, Forrester Research Inc., September 12, 2016

6. "Innovation Insight for Understanding Customer Data Platforms", Gartner Inc., November 21, 2016

The Celebrus Real-Time Enterprise CDP

Celebrus' multi-patented technology has been capturing, transforming and delivering customer data for clients globally since 1999. Our ethos has always been understanding customers as individuals by capturing complete customer-level, not aggregated, data from across channels, devices and sessions. This first party data, which includes both behaviours exhibited e.g. products searched for, and experiences e.g. star ratings visible, is captured whether a customer is a known individual or not.

After capturing this highly detailed behavioural and experiential data, Celebrus transforms and enriches it to enable the creation of rich and deep contextual understanding about individuals. This data is then delivered for use in two ways:

- The creation of comprehensive first party customer profiles at scale to deliver the most valuable data into systems of engagement in real-time to power one-to-one omnichannel personalisation and marketing automation.
- The delivery of the complete, detailed and enriched data in micro-batch via an extensive data model into systems of insight to underpin the creation of advanced customer analytics and discovery of previously hidden intelligence.

These capabilities are delivered via the Celebrus CDP into single or parallel systems in order to help organisations create deep customer insight and orchestrate seamless omnichannel engagement. With the Celebrus CDP, the customer profiles are updated and delivered in real-time and a scale, so we call it a Real-Time Enterprise Customer Data Platform.



Why clients choose Celebrus

According to a Forrester report commissioned by Celebrus, "**the right technology is key to unlocking the power of customer data.**"⁷

Leading global enterprises across financial services, retail, travel, telecom and automotive have chosen Celebrus as their CDP to underpin customer analytics and engagement and this is for eight key reasons:

- **Customer profiles at scale.** Celebrus enables the creation and operationalisation of comprehensive cross-device and channel customer profiles at scale to meet the needs of even the largest enterprises worldwide dealing with multi-millions of website and app sessions every month or during seasonal peaks.
- **Tagging free.** Celebrus' tagging-free technology is a single data capture system across all digital touch points and beyond, providing one source of customer data truth across the entire organisation rather than multiple, unconnected silos of data.
- **Capturing everything once.** The data is captured once but used many times in multiple ways across a business, including for marketing, fraud identification, product development, finance and more, thereby reducing the cost and complexity of customer data capture.
- **GDPR compliant.** The first party nature of Celebrus data capture and usual on-premise or private cloud deployment approach eases data governance, compliance and security concerns, especially importance to meet the General Data Protection Regulation (GDPR), and gives clients one data provider, not multiple, to handle.
- **Behavioural and experiential data.** The data captured goes beyond detailed behavioural data, i.e. what someone interacted with, to experiential data i.e. what someone experienced on the site e.g. which product reviews were visible on the page, what order were flight search results shown in or what stock availability was indicated, enabling creation of deeper customer context and understanding.
- **Data enrichment.** As well as the rich and granular data captured by Celebrus' own software, the ability to ingest data from multiple other sources creates highly enriched profiles, making them more valuable for both customer analytics and one-to-one personalisation.
- **Real-time data delivery.** The data can be delivered at two speeds and in parallel if required, with the important operational data within profiles fed in real-time and the complete data delivered within 60 seconds of capture via an extensive and extendable data model.
- **Easy integration with enterprise applications.** Celebrus understands that many organisations do not want to rip and replace existing technologies or rely on one vendor to meet all of their martech needs, therefore our vendor-agnostic, flexible approach has focused on building deep integrations with leading systems to accelerate time to value and maximise ROI on both existing investments and Celebrus.

7. "Find Business Success By Tracking Customers Across Business Channels: A Custom Technology Adoption Profile Commissioned by Celebrus." Forrester Research, October 2017.

Getting in touch with Celebrus

Finding out more

For more information about how Celebrus captures, transforms and delivers highly granular customer data from digital channels and beyond please visit <https://www.celebrus.com/platform> or call (44 (0) 1932 893 325.

Alternatively contact us to talk about your specific requirements via info@celebrus.com.

About Celebrus

Celebrus (www.celebrus.com), a division of D4t4 Solutions Plc, enables enterprises to become data-driven in today's "age of the customer." The Celebrus real-time Customer Data Platform creates compliant first party customer data and profiles at scale by capturing, transforming and delivering data about individuals' behaviours and experiences across digital channels and beyond. Customers use Celebrus data to underpin their digital transformation, develop deep customer insight and power systems of engagement that deliver outstanding business results.



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