

Celebrus Technologies

Your **big data feed** for digital data

Celebrus feeds highly granular, individual-level online data directly into the data store of your choice including Teradata, Oracle, Hadoop, MySQL, SQL Server, SAS, MongoDB and MariaDB, as well as real-time decisioning systems including Pegasystems and Teradata RTIM.

The digital data captured by Celebrus is:

- **FLEXIBLE** - available in structured or un-structured format
- **FAST** - real-time, 60 second, five minute or 24 hour feeds
- **EASY** - simple deployment across digital channels
- **MULTI-CHANNEL** - automatic capture from websites and apps plus a standard API for other sources
- **INDIVIDUAL LEVEL** - highly granular non-aggregated data
- **COMPLETE** - highly granular data all fed direct to you, not just what you've tagged for

The highly granular online behaviour and customer experience data includes individual level details such as:-

- Devices used
- Abandoned baskets and forms
- Text entered and deleted
- Referring campaign and URL
- Likes, comments, tweets & retweets
- Media player interaction
- Products and pages browsed
- Purchasing drop-off point
- On-site searches
- Recency and frequency of visits
- IP address
- Customer experience
- Content surfaced in the browser

Our customers feed Celebrus data into a variety of systems and technologies including:-

- Marketing Automation Platforms
- Real-time Decisioning Engines
- Enterprise Data Warehouses
- Content Management Systems
- CRM Systems
- Business Intelligence Tools
- Document Databases
- Email Marketing Platforms
- Fraud Detection Systems
- Data Analysis and Visualisation Tools

Building this digital data into your big data architecture enables you to drive:-

- Real-time one-to-one personalisation
- Data-driven marketing
- Single customer view development
- Customer analytics and digital intelligence
- Multi-channel communications
- Marketing attribution and spend optimisation
- Fraud detection
- Digital data warehousing
- Channel and offer optimisation

To help you complete other parts of the big data puzzle Celebrus partners with a variety of world-leading technology partners across the globe including: **Teradata, Pegasystems, SAS, Qlik, ThoughtSpot, MongoDB, Oracle.**

Celebrus also has Reseller and Consulting partners to ensure you get maximum business benefit from your Celebrus investment with minimal IT effort. For information on all our partners, visit: www.celebrus.com/about/our-partners

10 Reasons to choose Celebrus as your digital data feed.

1 True individual-level data

Through its simple to deploy data capture technology, Celebrus provides highly granular, individual level digital customer data to power customer analytics and digital intelligence. It can also be fed into data visualisation tools to develop web analytics style dashboards with data drill-down available.

2 Complete multi-channel online data

Celebrus gathers online behavioural and customer experience data from websites, mobile apps, rich media apps, YouTube, Twitter, Facebook and LinkedIn as well as Flash, HTML5 and other major technologies and across all standard browsers and devices with minimal IT effort.

3 Easy to set-up and manage

Celebrus implementation involves the insertion of one single-line of code into the page template or at the network layer, alongside automated collection from native apps, saving considerable IT time, effort and expense in both up-front tag planning and on-going tag maintenance. It is available as an in-house or hosted solution.

4 Enables real-time marketing

Celebrus' real-time data collection and processing abilities offers the opportunity to drive real-time, or near real-time one-to-one marketing such as real-time website personalisation, triggered emails and call centre prompts. Real-time website personalisation can be executed via an existing Content Management System or using Celebrus' own real-time solution.

5 Pre-built data models

The Celebrus structured data models deliver pre-formatted data in real-time, every 60 seconds, every five minutes or however frequently required, without the need for on-going ETL updates. Additionally the unique, integral data transformation function turns raw clickstream data into business information in real-time.

6 Flexible privacy management

As Celebrus understands individual customers online it can easily apply the privacy settings already requested by that customer when they revisit the site, ensuring that a brand can adhere to the privacy policy they have set and at the same time enhance the customer experience.

7 Cross-brand single customer view

Celebrus' "Cross-Domain" technology enables enterprises with multiple online brands to pull together online behaviour on each of those brands' websites by individuals so they can get a full picture of customers across all their brands.

8 Universal API

You can define custom event types, along with their attributes, and send that data to Celebrus from just about anywhere e.g. a data layer in web applications, native applications or internet-enabled devices, or other sources such as ATMs, payment cards etc. Our universal API can generally deliver data from any source that can communicate with Celebrus via http or https.

9 Data is owned by you not us

The data captured belongs to the Celebrus client not the technology provider, and can either be stored on site or hosted elsewhere, enabling clients to choose the option most suited to meet their own security policies and other corporate governance requirements.

10 Interoperability

Celebrus delivers rule-based triggers via standard API's into a variety of marketing automation tools as well as a wide range of Enterprise Data Warehouses and Business Intelligence tools so organisations can slot Celebrus into their existing big data and IT infrastructure, minimising the total cost of ownership and speeding up project implementation timelines.

Download our white papers, best practice guides, product information and case studies from www.celebrus.com

About Celebrus Technologies

Celebrus Technologies (www.celebrus.com), a division of D4t4 Solutions Plc, enables organisations to understand individual customers' interactions across their digital channels including websites, mobile apps and social media. Celebrus' award winning digital big data software feeds this data into a wide variety of technologies in real-time to power customer analytics, digital intelligence and real-time personalisation programmes that maximise revenue, marketing effectiveness and brand loyalty.

D4t4 Solutions (www.d4t4solutions.com) provides comprehensive products and services that enable organisations to drive value from their information assets.

Email: info@celebrus.com Tel: +44 (0) 1932 893 325

 CelebrusTech  LinkedIn  Facebook  Slideshare



Celebrus Technologies Limited
Windmill House, 91-93 Windmill Road
Sunbury-on-Thames, Middlesex, TW16 7EF, UK.