

# Chief Data Officer

## ? What are you trying to achieve?

- Provide the best customer data available to build a trusted single source of customer data.
- Break down internal silos to support a more cross-functional way of working with data.
- Reduce commercial risk and meet compliance and regulatory requirements.
- Proliferate the use of data assets across multiple departments including marketing, product development, sales and fraud identification.
- Establish best practices and ensure control around data security and handling.
- Enable those working with data to focus on driving value from it, not gathering, preparing and deciphering it.
- Optimise ROI of data investments and work with trusted suppliers.

## ✓ How can Celebrus help?

- **Individual-level** digital customer data from behaviours across channels and devices that's easy to connect with other customer data sources to create an omnichannel single customer view.
- **Real-time**, contextualised and enriched data to power streaming analytics and decisioning for optimal one-to-one personalisation across individual customer's preferred channels.
- **Maximise existing investments** in digital marketing and analytics by utilising better data, faster across your business.
- **Flexible** deployment options including on premise or in the cloud to meet each organisation's security and compliance requirements.
- **Same data can be delivered in parallel** to multiple target databases or systems to provide a single source of customer data truth for an organisation.
- **Easy to deploy**, highly scalable tagging-free solution which collects and delivers data without the need for custom ETL.

## ★ What have our clients achieved with Celebrus?

- **\$100M pa ROI** incremental revenue and efficiencies in the business and payback delivered in 7 months.

*Shop Direct*

- **>£600k p.a. savings** by eliminating 50% of channel switching by customers from online to offline.

*Global Retail Bank*

## ” Don't just take our word for it...

- "The prime selling point for this system is that it is so flexible. We have implemented the software with the confidence that any future changes won't result in our having to spend weeks of development time changing the configuration of the system."

*Dan Acarnley, Web Manager, P&O Ferries*

- "The decision to extend the use of Celebrus across the organisation was based on the flexibility, agility and actionability of the real-time granular data and tagging-free nature of the technology."

*Karl-Sebastian Lindblad, Data Scientist, if Insurance*

**Build the detailed customer data foundation that your business needs to succeed with highly granular and fully contextualised real-time digital channel data from Celebrus.**

**To discuss the value this could bring to your business please contact:**