Head of Customer Analytics

? What are you trying to achieve?

- Deepen customer understanding and create an omnichannel single customer view.

- Enhance methodologies such as behavioural segmentation and affinities modelling.

- Power predictive analytics models to accurately predict future customer behaviour.

- Use analytical insight to enhance customer retention, acquisition and lifetime value.

- Develop sophisticated models that inform real-time decisioning and next best actions.

- Understand and enhance customer journeys, identify issues and optimise paths to success.

- Build accurate attribution models to optimise marketing investment and programmes.

- Uncover latent demand revealed through browsing, search and basket behaviours.

✔ 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** options with either complete data delivered to give you all the insight you need or the key data in real-time to power specific applications such as real-time decisioning.

- **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?

- More than **90% accuracy** of predictive campaign modelling within 24 hours of campaign launch.

  FBTO – Achmea Group

- **1.5 times improvement** in propensity model by adding in online behavioural data.

  Global Retail Bank

❞ Don't just take our word for it...

- "We have over 50 predictive models which, before having Celebrus data, were based on transactional and payment insights. Enriching this with Celebrus data, has significantly improved the accuracy of the models from 75% to 93%."

  Gareth Powell, Head of Web Analytics, J D Williams & Co Ltd (N Brown Group)

- "After using the Celebrus software for two years, I have yet to find a question that the data collected using the Celebrus software could not answer."

  Stefan Hanekamp, Online Marketing Analyst, FBTO

Take your customer analytics to the next level of omnichannel insight 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:

Digital Big Data: Because customers are individuals