

Head of Digital Marketing

? What are you trying to achieve?

- Measure and optimise the results of digital marketing investments.
- Power personalisation and next best actions across websites, emails and other channels.
- Understand how channels and devices intertwine across customer touchpoints.
- Map customer journeys in detail and identify black spots hidden by aggregated data.
- Identify individuals' channel, technology and timing preferences.
- Understand and enhance the digital customer experience for each individual customer.
- Create a complete single customer view across channels, devices and time.
- Sort, grade and deliver online leads for enhanced sales efficiency.

✓ 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.
- **Pre-built** Data Visualisation Layer to make it easy to create dashboards, visualisations and reports in BI tools to meet existing digital reporting needs.

★ What have our clients achieved with Celebrus?

- **11% increase** in online ancillary sales through website, email and live chat personalisation.

Virgin Atlantic

- **>£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...

- "Celebrus has helped us to improve the customer experience by enabling more targeted marketing campaigns and greater levels of personalisation. And all while maintaining the speed of our sites."

Matthew Doubleday, Head of Data Science, Shop Direct

- "Celebrus provides detailed context to a customer journey, uncovering far more about the customer and the route to conversion."

Robert van der Velden, Marketing Web Analyst, Centraal Beheer Achmea

Power your digital marketing forwards to the next level of value and 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: