



Why Celebrus?

The basics

Digital Big Data: Because customers are individuals



Celebrus provides complete and contextualised individual-level customer behavioural and experiential data in real-time to power one-to-one real-time personalisation, deep customer analytics and single customer view creation.

1 Complete behavioural & experiential multi-channel data

Understand who, what, why, where, when and how in detail.

Celebrus gathers interaction data at the level of mouse-clicks and form interactions from websites, mobile apps, social and rich media across all standard browsers and devices. On top of interaction data Celebrus also gathers customer experiential data, e.g. which actual product reviews were they shown in the web page, what was the order of flight options shown and the associated costs for each, what stock levels were indicated following a product search. This experiential data helps you really get to the bottom of the who, what, why, where, when and how of customer interactions and experiences, giving you unprecedented customer insight upon which to act.

This experiential data, in combination with interaction and behavioural data, is modelled through the same models, in real-time, to understand individual profiles, behaviours and experiences across devices and digital channels.

True individual-level data

Through its simple AJAX-based data capture technology, Celebrus is designed to provide complete, individual-level, not aggregate or trending data which has considerable business value above and beyond traditional web analytics data. This enables organisations to truly treat customers as individuals through the likes of one-to-one personalisation as well as greatly enhance analytics and deepen customer insight by working with such highly granular data foundations.

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 individual customers across all their brands.

2 Reduce time to value: fast to deploy and easy to maintain

Easy to set up & manage

Celebrus implementation involves the insertion of one single, never-changing line of code into the page template, or it can be injected at the network layer or via a Tag Management System, saving considerable IT time, effort and expense in both up-front tag planning and on-going tag maintenance. Deployment into mobile apps is also extremely fast and easy.

Speed up your testing programmes

Once installed Celebrus always gathers and contextualises the complete set of data, even if the website changes. No more waiting for IT to have new tags installed; instead you can run more frequent, faster tests with full confidence that all the data you need is being captured. And if there is the need to reprocess the data for any reason, you can set how long you want Celebrus to store the raw data for, enabling you to reprocess it with ease.

Negligible impact on website performance

Celebrus' asynchronous data capture technology means that the impact on website performance is negligible.

"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, Online Targeting Manager, Shop Direct

Pre-built data models

Not only is it extremely quick and easy to set up the data collection functionality, but Celebrus also comes with pre-built, structured data models which deliver pre-formatted data streams directly into the chosen database, warehouse, decisioning engine or other system, without the need for any ETL.

3 Data governance, security and control

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 corporate governance requirements. Security is also increased, and costs reduced, because the data does not need to be transmitted twice. This approach also means clients have access to the data when they want it, not when it is made available to them, reducing time to data and enabling them to meet the demands of today's "always on" consumers.

Interoperability

Celebrus delivers rule-based triggers via standard API's into a variety of decisioning engines and marketing automation tools as well as a wide range of Enterprise Data Warehouses, Big Data analytics solutions, databases and Business Intelligence tools via Celebrus Connectors. This enables organisations to slot Celebrus into their existing big data and IT infrastructure, minimising the total cost of ownership and speeding up project implementation time lines.

4 Real-time & contextualised data

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.

Contextualised Data

Celebrus not only gathers detailed digital channel data, it also adds business context in real-time by applying automatic models, along with graph based configuration rules, to the Celebrus Event Stream, making this data much more valuable and easy to use than raw click-stream data. This allows automatic detection and understanding of a large number of items such as device, platform and external search terms, coupled with highly flexible configuration for site specific items to provide valuable contextualised data that can be used quickly and easily. This, along with fixed format data outputs, greatly reduces the need for downstream data processing particularly in the area of data preparation, considerably reducing time to actionable data, meaning time is spent analysing the data and getting value, not gathering and deciphering it. As well as business context having automatically been applied to identified behaviours, e.g. clicks, basket adds etc., the Celebrus Scenario Engine also enables the building of multi-event sequences into single triggers to drive actions in real-time.

About Celebrus Technologies

Celebrus Technologies (www.celebrus.com), a division of D4t4 Solutions Plc, enables organisations to understand individual customers' interactions and experiences across their digital channels including websites, mobile apps and social media, as well as card payment systems. 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 Plc (www.d4t4solutions.com) provides comprehensive products and services, from data collection through to management and analytics, that enable organisations to drive advantage from their information assets.



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