

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*

To find out more or discuss the value Celebrus could bring to your business watch our [2 minute solution video](#) or [contact us](#) to arrange a demonstration.