Celebrus version 9

celebrus •

The Customer Data Platform from D4t4 Solutions

The Celebrus Customer Data Platform further advances its position as the enterprise CDP of choice for Banking and Insurance sectors with the release of version 9. This major release features a comprehensively re-architected solution which delivers a host of new features that broaden the appeal of Celebrus to enterprises within financial services.

Introducing Celebrus Instant Data Capabilities

Celebrus is the only CDP that enables enterprises to capture, create and connect customer data within milliseconds, whilst maintaining complete control with advanced security and compliance features.

Celebrus version 9 ships with a host of powerful new features, yet this major release features 30% less code to ensure optimized performance. This new lightweight profile enables Celebrus to achieve the industry's lowest latency data connectivity, connecting customer data instantly.

In a business world where real-time has lost its meaning, Celebrus delivers Instant Data.

Instant
DATA

Celebrus version 9 major enhancements

Additional mobile capabilities

Celebrus remains committed to pioneering first party experience and behavior data capture from mobile apps and devices. Celebrus mobile capabilities have been extended to enable the capture of swiping gestures and device orientation. This valuable data provides a more complete picture of customer interactions across all digital channels, leading to the creation of even more in-depth customer profiles in Celebrus version 9.

Celebrus' unique ability to capture detailed customer interaction data in combination with the instant data capabilities introduced with version 9, enables clients to personalize page content in milliseconds in response to specific user behaviors and experiences.

Enhanced
MOBILE
capabilities

> "Celebrus version 9 captures the market's most complete picture of customer behavior and experience, making this data available instantly."

Operationalize AI with real-time scoring enhancements

Celebrus version 9 connects Celebrus data to real-time scoring environments including Microsoft Azure Machine Learning Studio and Openscoring Server. This enables bespoke models to deliver real-time propensity scores for almost any outcome, based on in-the-moment behavior on any digital channel. In turn, Celebrus data can be enriched with scoring outcomes to create more detailed customer profiles, which offer increased opportunities to activate customer data. Use cases include:

Real-time
SCORING

Risk and fraud prevention
- Anomaly detection to identify and score suspicious behavior
- Automated suppression of purchase attempts for individuals scored for anomalous activity
- Identity resolution for non-logged-in users using probabilistic matching, through the use of identity management scorecards

Marketing decisioning
- Identifying and scoring customers exhibiting strong buying signals
- Leveraging propensity scores to operationalize next-best-actions to deliver highly relevant, timely and tailored offers

Credit screening
- Feeding profile data to a real-time credit scorecard running in a scoring environment when customers exhibit potential purchasing behavior
- Enhancing Celebrus profile by returning credit score in real-time
- Credit score threshold used to determine purchasing limits

Enhancements increase to enterprise agility and management

Further Celebrus enhancements facilitate the operations of large enterprises, delivering significant benefits and efficiency savings. The revised architecture of Celebrus version 9 delivers operational agility by design. Celebrus now features:
- An intuitive operational dashboard which simplifies operational monitoring of the platform
- Containerized deployment capabilities
- An all-new installer which provides automated implementation features
- Widespread Celebrus app consolidation to enable more tasks to take place in one single interface
- A streamlined user experience enabling all major tasks to be managed within either the Configuration Manager or the Operations Dashboard
- Significantly enhanced and redesigned product documentation and playbooks

Intuitive interface for business users

Celebrus version 9 features a redesigned, highly customisable UI. This promotes role-based access to Celebrus product features based on the technical proficiency levels of different user groups. Celebrus clients can now intuitively configure the permissions that are granted to different profiles of users from a range of business and technical roles. This enables marketing, technical and data science oriented users to benefit from optimized user experiences of the Celebrus platform, that can be tailored to their specific needs and skill levels.

Find out more

Contact us to discuss the benefits of implementing the Celebrus Customer Data Platform or upgrading to version 9

 CelebrusTech | in LinkedIn | v Vimeo | celebrus.d4t4solutions.com

DATA
SOLUTIONS