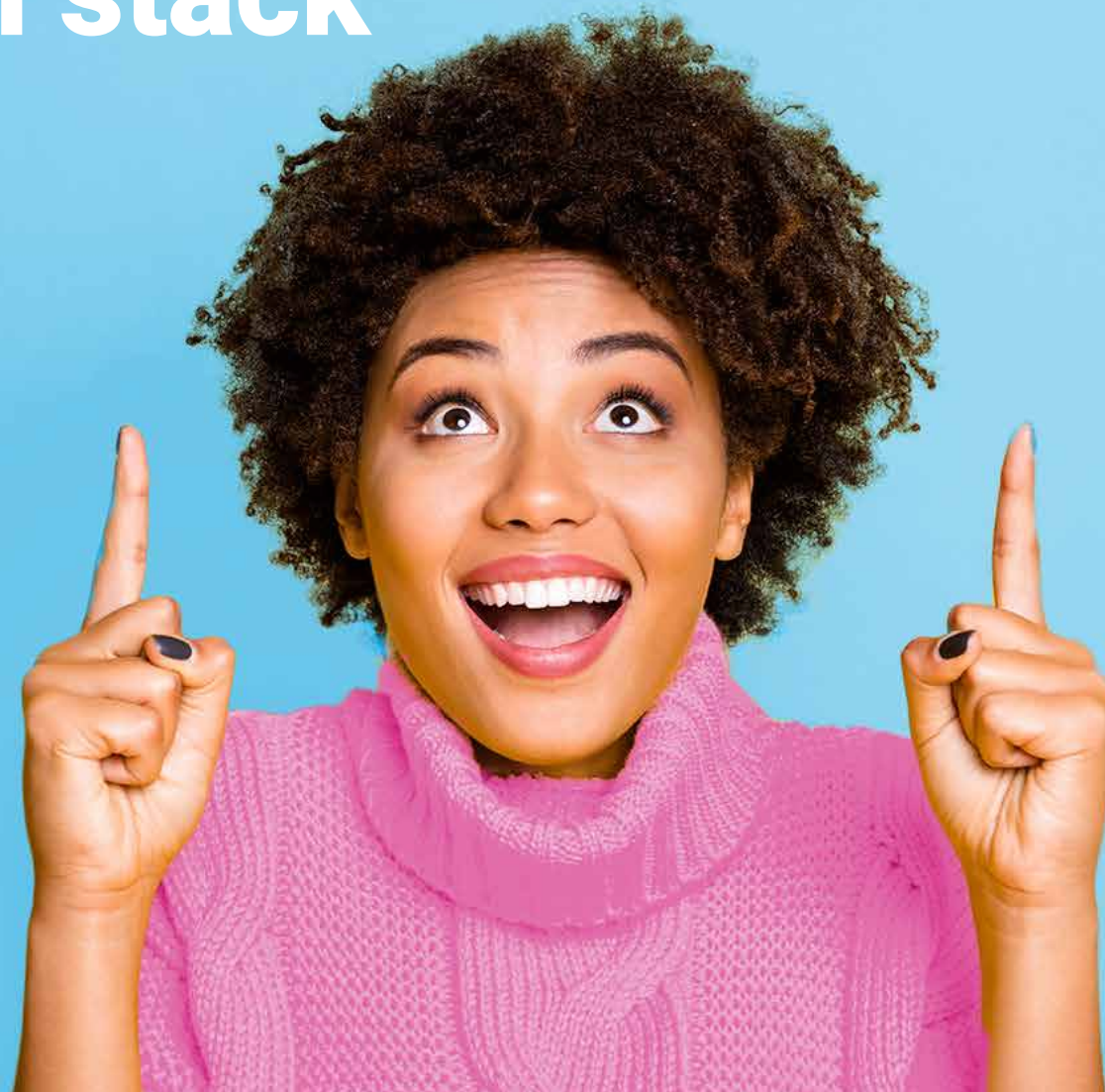


Customer data

The unsung hero of your MarTech stack



Customer data: The unsung hero of your MarTech stack

As a marketer, you're always looking for ways to get ahead of the competition. You need to reach your target market with laser precision and deliver personalized messages that resonate – and you want to do it all while maintaining a tight grip on your marketing budget. Meanwhile, empowered buyers demand an extraordinary level of customer obsession from the brands they interact with. Including a live-time customer data solution in your MarTech stack is the key to delivering it.

To achieve the level of customer attention required to be successful in today's hyper-competitive environment, organizations must focus on five priorities:

1. Drive revenue with customer experience
2. Differentiate with digital
3. Build an insights-driven organization
4. Excel at customer-obsessed marketing
5. Maximize the business value of technology

For each one of these, you need customer data. Not just any customer data - extraordinary data! Data without gaps, collected in live-time, and delivered to your Marketing Cloud for instant activation. And that means you need a platform to capture, enrich, and deliver that data to drive maximum value from it.

Contents:

1. The customer data obstacle course
2. Why customer data is the foundation of MarTech
3. How Celebrus CDI fills data gaps to enhance Salesforce Marketing Cloud

Enter the customer data obstacle course

To be effective, organizations need to collect, unify, and activate customer data from multiple sources including online interactions, offline interactions, and more. Once the data is collected, it must be stored in a centralized location that can be easily accessed and used by your marketing team.

According to [Forrester](#), “a successful digital customer experience strategy in part relies on technology to track and manage customer data across sessions and touchpoints.”

This is why data capture is an increasingly important component of the MarTech stack for any organization. It's a solution to assemble customer profiles, orchestrate customer interactions, and accelerate data delivery to analytics and engagement tools - like Salesforce Marketing Cloud. Pretty important stuff for customer experience and personalization, right? Yet only 25% of B2C marketers currently use an efficient customer data solution.

It may be simply a case of confusion – too many choices and overlapping claims. A modern marketing technology stack may include several data-focused components, and sometimes the differences between them are subtle. But here's a quick overview to clarify the nuances:

Enterprise data warehouses, data lakes, etc. are typically built and managed by corporate IT departments and integrate data from various sources into one comprehensive database. The difference between the two is that in a data warehouse the data is structured, i.e., organized and formatted in a specific way.

In a data lake the data is stored as-is. Both store vast amounts of data, but the purpose is simply to store it for later use.



A **data management platform (DMP)** helps companies centralize, organize, and manage their data. DMPs are primarily used in advertising and marketing because they enable audience segmentation and targeting for various campaigns, mainly by storing anonymous cookie data for display ads. It collects and uses the data but doesn't capture it.

Targeted solutions, like integration hubs that connect various technologies and attribution solutions to determine impact of marketing efforts, are also great at using existing data, but must be fed from somewhere else.

Customer Relationship Management (CRM) systems help companies manage relationships with current and potential customers by storing information about them, such as demographics and past interactions with the company. A CRM doesn't capture information, it's more like a storage platform that typically ingests data from many other systems.

A **Customer Data Platform (CDP)** can be many things, but in essence it [collects and unifies customer data](#) from multiple sources to build a comprehensive customer database, accessible by other systems. This enables firms to capture, analyze, and segment customer data, including both anonymous and personal identifiable information. The goal is to use this data to create comprehensive, individual customer profiles for further segmentation and personalization.

CDPs themselves also create a lot of confusion, because the approach to customer data capture and activation has evolved considerably over the past few years. As noted in the 2022 Gartner® Market Guide for Customer Data Platforms, "Marketers' frustration with disconnected customer data inspired a confusing spectrum of solutions from providers."

As CDPs became popular, dozens of vendors rushed to capitalize on the new marketing technology. Most jumped on the activation side of

CDP because it's sexier. They boast great promises of all the amazing things you can do with personalization and customer experience - but the reality is that without the data behind it, none of the activation matters. That's why 90% of CDP implementations fail - without the data, it's impossible for a CDP to deliver on its promises to "fix all your problems." The data capture component is the foundation of successful marketing.

Why customer data is the foundation of MarTech

In marketing, personalization and customer experience are key. So are metrics. You need to understand who your customers are, what they're doing, what they want, and how your campaigns are working. All of this requires data. You must capture, analyze, and understand the data, then activate it in the form of relevant offers, campaign optimization, and budget strategy.

A [unified view of the customer](#) enables marketers to improve efficiency with better targeting and one-to-one personalization, greatly enhancing the overall customer experience.

Keep in mind, it's critical to have the RIGHT data capture solution in place - a true first-party data solution to capture, contextualize, and connect customer data for live-time activation. Without it, you'll never achieve the results you deserve.

An effective customer data capture solution provides infinite value, but here are 4 core competencies to look for:

1. **Increased efficiency:** A centralized source of truth increases the efficiency of your marketing team by providing quick and easy access to customer data. No more wasted time searching through multiple systems for the information they need!



2. **Improved accuracy:** With real-time, first-party data capture, you empower your marketing team with accurate and up-to-date customer information. A modern data capture solution will automatically clean and deduplicate data as it's collected.
 3. **Greater insight:** By collecting data from multiple sources and unifying it in one place, marketers benefit from greater insight into customer behavior and preferences. This allows you to create more targeted and effective marketing campaigns.
 4. **Singular customer view:** By combining customer data from multiple sources into a single database, marketers can build a comprehensive identity graph for every individual. With this 360-degree view of the customer, you can deliver more personalized outreach and quickly adjust campaigns in response to changes in customer needs based on live-time insight into customer behavior.
 5. **Direct, seamless integration** with your automation, analytics, and activation systems: By connecting your customer data directly to your downstream systems, like Salesforce Marketing Cloud, you're able to deliver live-time hyper-personalization at scale, with no latency issues.
- If you're looking for a way to give your marketing team a competitive edge, you need a Customer Data Integration (CDI). A [CDI will help you collect, unify, and activate customer data from multiple sources](#) - enabling you to create more targeted and effective marketing campaigns.

Meet Celebrus CDI for Salesforce

Celebrus CDI for Salesforce is a customer data integration designed specifically for Salesforce Marketing Cloud users. Celebrus CDI for Salesforce captures real-time, first-party data to complete and enrich Salesforce Marketing Cloud, feeding the right data, in the right format, and at the right time to deliver advanced insights that elevate the customer experience.

Celebrus CDI for Salesforce delivers CDI capabilities so customers can build, orchestrate and customize real-time identity, consent, and bi-directional workflows to better personalize experiences and real-time activations.

Celebrus' multi-patented, tagging-free technology has captured, transformed, and delivered customer data for instant activation since 1999. Our core principle has always been to understand customers as individuals by capturing complete individual-level data from across channels, devices, and sessions – with no agonizing tagging required. The true first-party insight, which includes profile and identity data, is captured whether a customer is a known individual or not.

After collecting this highly detailed behavioral and experiential data, Celebrus transforms and enriches it to enable the creation of rich and deep contextual understanding about individuals. This data is then delivered for use in the creation of comprehensive first-party customer profiles to deliver the most valuable data into Marketing Cloud in live-time to power one-to-one omnichannel personalization and marketing automation.

Fill digital identity gaps and build comprehensive interaction profiles that power 1-to-1 personalization.

- **Customer profiles at scale.** Celebrus enables the creation and activation of comprehensive customer profiles at scale across devices, channels, domains, and time to meet the needs of even the largest enterprises dealing with millions of website and app sessions every month.
- **Eliminate silos.** Celebrus CDI for Salesforce is a single data capture system across all digital touch points and beyond, providing one source of customer truth across the entire organization – no more fragmented, disconnected data silos.
- **GDPR compliant.** The true first-party nature of Celebrus data capture relieves data governance, compliance, and security concerns, and streamlines data provider management.
- **Interaction and identity data.** The data gathered goes beyond typical data capture to close identity and data gaps, including content and media interactions, and cross-domain and device stitching.
- **Live-time data delivery.** Celebrus data is captured, contextualized, and delivered to Salesforce Marketing Cloud in milliseconds to feed customer profiles and journeys instantly.
- **Seamless integration with Salesforce Marketing Cloud.** Celebrus brings live-time data directly into Marketing Cloud in milliseconds to accelerate time-to-value and maximize ROI.



Celebrus was the first data capture solution to combine advanced machine learning (ML) with natural language processing (NLP) and real-time data capture. These technologies enable enterprise clients to have total visibility of customer behavior, arming them with powerful insight into customer intent. These pioneering institutions deliver genuine, individual level personalization, in-the-moment. With out-of-the-box machine learning features, Celebrus removes the configuration headaches and costs typically associated with capturing identity and interaction data. Offering unique capabilities, Celebrus delivers outstanding benefits for leading organizations that are passionate about providing world-class customer experiences by shifting marketing activities from reactive to 'in-the-moment'.

Global enterprise organizations use Celebrus CDP as an integral part of their data driven CX infrastructure because of how easy the solution is to deploy – a single line of code to be exact.

Learn how Celebrus CDI for Salesforce empowers you with the most accurate data.

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