



Celebrus CDI for Salesforce

Amplify your data - and your customer understanding - with rich, contextual insights from real-time data capture

Solving identity and data gaps is one of the biggest challenges marketers face. With multiple channels, devices, and interactions, you need a comprehensive identity solution and real-time data that enables you to transform the customer experience.

Celebrus CDI for Salesforce, the world's only first-party Customer Data Integration (CDI), delivers data to your Salesforce Marketing Cloud instance at the right time and in the right format. Solving digital identity gaps and enhancing robust interaction profiles, Celebrus CDI for Salesforce informs and empowers your marketing activities with the contextualized, first-party digital data you need to turn ordinary CX into extraordinary CX.

Achieve the value only complete digital identity and interaction insight can provide your campaigns – and your business.

**Celebrus CDI for
Salesforce delivers the most
accurate, rich, and up-to-date
profiles for your
digital visitors
directly into your
Salesforce
Marketing
Cloud.**



Eliminate identity challenges with the world's only first-party real-time ID graph

Powerful out-of-the-box signals built to drive value from the day it's installed

200+ signals

Data that's yours - owned, managed, and activated in Salesforce Marketing Cloud

100%

Comprehensive identity and interaction data available in milliseconds

100ms

Amplify Salesforce Marketing Cloud with Celebrus data



Get a deeper understanding of your visitors

Individual-level profile data is collected from your digital properties to complete and enrich Salesforce Marketing Cloud.



Leverage machine learning & automation

ML based automated marketing signals identify what your visitors are interested in and the best offer for them RIGHT NOW.



Solve digital identity problems for good

Industry-leading first-party data capture joins anonymous visitors to known customers and everything in between.

Celebrus CDI for Salesforce brings rich contextual understanding of your customers straight into Salesforce Marketing Cloud



Low code, tagging-free

Highly detailed, accurate, compliant customer data with a single line of code



Campaign targeting & triggering

Feed Audience, Journey, and Content Builders for advanced personalization



Instant contextualization

Instantly contextualize customer interactions with interest insights



First-party identity

Rapidly compile real-time, granular, enriched behavioral signals to feed interaction profiles



Track anonymous visitors

Collect first-party data from anonymous and known users to bridge data gaps



Compliant PII collection

Compliantly collect all chosen personal data (PII) from your customers



Milliseconds data flow

Feed genuine, real-time to enable ultimate personalization



Enterprise security & control

Celebrus exceeds the highest standards demanded by finance & security teams