Activate real-time data. Deepen customer relationships.

Adapt instantly, engage with empathy, and build long-lasting relationships that are optimized for customer value.

Brands have access to more customer data than ever, but they struggle to convert it into meaningful outbound and inbound interactions in a compliant and cost-effective way. Traditionally, brands engage audiences with broad segment-based campaigns using third-party cookie data and sparse first-party data. These techniques are not only ineffective, they're quickly becoming obsolete. Leading brands are rethinking their outbound marketing approach by leveraging real-time, first-party customer data and identity solutions more effectively to recommend actions personalized to individual customers' needs. The result is more effective, targeted interactions that drive results.

By integrating Celebrus' tagging-free, real-time data capture and identity solutions with Pega's AI-powered decisioning, Always-On Insights enables brands to continuously react to consumer behavior with the most relevant offers to drive higher response rates.
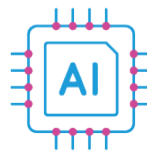
> "To be competitive, brands need to drive relevant decisions via any channel across the entire customer journey. If they don't, they risk alienating and frustrating customers."

Intelligently enhance every interaction in real-time, across digital channels
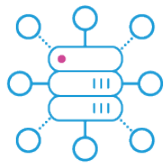
First-party data signals

AI-powered decisioning

Ideal next-best experiences

# Combine the power of real-time data with AI-powered decisioning

Develop a comprehensive customer profile

Celebrus uses advanced machine learning to identify every customer and instantly contextualize their journey. Celebrus captures behavioral signals in full compliance with PII & GDPR regulations. This data is curated and seamlessly transferred to the Pega Customer Decision Hub in real-time, providing insight around individual tendencies, behavior, and needs.

Determine the next best experience

Using Celebrus data insights, Pega's always-on brain gains a real-time view of the customer. The brain then prioritizes engagement options and recommends a "next best experience" including the best action, treatment, and channel for each individual. These engagements are hyper-personalized and adapted to the unique needs of each customer.
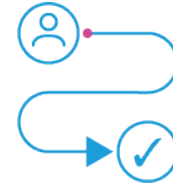
Unify the customer journey, effortlessly

Once the right action is calculated, deliver these messages to customers through connected channels. These experiences engage customers on a one-to-one level on owned digital properties or ad platforms. The result? Outstanding experiences, greater than ever customer loyalty, higher NPS scores, and increased conversion and retention.

Leverage Always-On Insights to deliver more relevant, meaningful customer

With Always-On Insights, brands can eliminate dependence on third-party cookies while leveraging contextual, first-party data to jumpstart customer engagement success with features including:

Real-time identity and context

Celebrus captures consent-based first-party data across owned digital properties. These digital signals provide in-the-moment context, backed by a true first-party Identity Graph that solves for cookie challenges.

Instant outreach recommendations

The combined solution immediately refines and transforms identity and behavior data into insights that fuel Pega's AI-powered decision engine. These insights trigger real-time outbound engagement.

Integration of owned and paid channels

Once the right next-best action is calculated, brands can deliver hyper-personalized messages to customers through any connected channel. The solution ensures coordinated and relevant messages across platforms.

celebrus

Real-Time Identity Graph

Tailor every session to a customer's interests, regardless of whether the visitor is authenticated or anonymous

Celebrus enables you to identify channel visitors within milliseconds, so you can deliver a personalized experience in real-time. Celebrus Identity Graph is embedded within your digital infrastructure and completely unimpacted by industry challenges. Our unique solution captures and leverages a range of customer identifiers and interactions to build a comprehensive view of individual identities across channels, even as they move from anonymous to logged in.

Celebrus Profile Builder

Maintain the integrity of your valuable customer data while eliminating silos

The marketing team will ultimately have different IDs and attributes that they care about. Same for the advertising team, the CX team, the data science team, and any other traditional "siloed" team in your business. Celebrus Profile Builder empowers you to build separate profiles for each business unit off of the same data model without impacting the underlying data. No more creating different report suites or properties/apps in traditional web analytics solutions, which creates a mess for maintenance, governance, and compliance.

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