

# Celebrus + Pega CDH - the digital sensory system of the Pega brain

## Feed the Pega brain with the highest quality customer identity and journey data

The customer journey is very complex, with multiple touch points and channels available 24 X 7 for your consumers to interact with your brand(s). You need to provide a highly personalized customer experience to each of them 'in the moment' to stay competitive.

The joint solution from Celebrus and Pegasystems ensures the instantaneous flow of comprehensive first-party, behavioral data so you can give customers what they need. Using Celebrus data ensures highly contextualized, individual data and signals are packaged and added to the Pega customer profile in real-time.

Combining that data with your other connected enterprise systems helps further optimize the relevance and effectiveness of next-best-actions in Pega CDH.

Leverage  
the industry's  
only first-party  
identity graph and  
maximize your ability  
to build profiles in  
Pega CDH of known  
and unknown users  
over time and across  
sessions



## Celebrus enhances Pega CDH

Real-time data capture (really)

**100ms**

Captured data is instantly populated, integrates seamlessly, and links to ID graph

Reduce digital management costs

**60-70%**

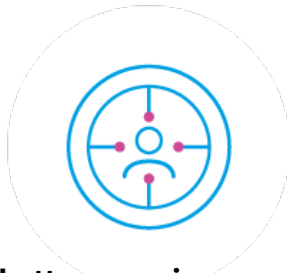
Celebrus' low-code approach captures all interactions with a single line of code

ROI in the first

**6 months**

Most Celebrus customers see our solution pay for itself in the first 6 months

## Amplify Pega CDH with Celebrus data



### Create better experiences with hyper-personalization

Digital event streams and machine learning identify opportunity and intent signals for Pega decisioning. User interactions are automatically stitched together over time, across channels, all sessions and devices – the list goes on!



### Improve conversions with customized 1 to 1 messaging

Improve conversions by tailoring messages to individuals, rather than the broad segment approach of other solutions. Accurate intent prediction enables your enterprise to make the right decision in real-time, every time.



### Have your customer data...and protect it too!

Third-party marketing and experience cloud providers struggle with identity resolution and changing regulations. Celebrus provides a true first-party, one-to-one personalization solution, totally unimpacted by industry challenges

## Why only capture some of your data, when you can have it all with Celebrus?



### Low code, tagging-free

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



### Enterprise security & control

Celebrus exceeds the highest standards demanded by finance & security teams.



### Instant contextualization

Instantly contextualize customer interactions with interest insights



### First-party identity graph

Rapidly compile real-time, granular, enriched behavioral signals to feed the Pega brain



### Track anonymous visitors

1st party identifiers unaffected by browser restrictions maintain compliance



### Compliant PII collection

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



### Continuous feedback loop

Update content and offers to your digital channels with instant feedback



### Powerful decisioning

Power highly contextualized decisioning and re-decisioning across channel and device