



Enhancing Teradata with granular Celebrus interaction data

Realize the full value of granular digital interaction data in Teradata

Leading enterprises rely on best of breed data management, analytics, and real-time Interaction management solutions to extract value from their data for a sustainable competitive advantage. To fully benefit, enterprises must ensure the data they feed into them is the highest possible quality. Celebrus, the industry leading data capture and customer profiling solution, provides Teradata clients with a seamless way to stream top quality customer interaction data into Vantage and Vantage CX within milliseconds.

For many enterprises, ensuring access to high quality interaction data is a significant problem. Interaction data is captured from the behaviors of consenting customers who visit an enterprise's digital channels, such as websites, mobile apps, and IOT devices. This data includes everything a customer sees, does, and interacts with and is highly valuable for understanding and predicting customer preferences and purchasing behavior. Compliantly capturing customer interactions using conventional JavaScript tagging requires substantial effort and the resulting data is often unstructured and not accurate or detailed enough for many use cases.

Only Celebrus captures all customer experience and behavior data across each of an organization's digital properties: web, mobile app, social media, ATM, card payment and IOT devices.



Only Celebrus captures all customer behavior, across all digital properties

Web



Mobile



Social



Payments



ATM



IOT



Drive revenue by leveraging customer data to enhance engagement



Hyper-personalization



Fraud prevention



Advanced customer analytics

Highly innovative Celebrus technology captures 100% of customer interactions across all digital channels to orchestrate and feed Teradata with comprehensive and highly structured data. With a unique, patented data capture methodology, Celebrus collects all customer behavior and experience occurring on any digital channel, with no tagging required. Customer interactions are captured down to the level of mouse clicks, touch screen gestures, and cursor movements – even unstructured data such as form fills and chat interactions. Our extensible data model with over 100 tables enables data to flow seamlessly into Teradata, eliminating the need for data wrangling.

Teradata clients benefit from the detail, accuracy, and speed of Celebrus' individual customer data



Low code, tagging-free

Simply and easily capture all customer interactions and behavior



Enterprise security & control

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



Detailed data capture

Move beyond aggregated data to capture cursor movement, clicks, and more



Instant contextualization

Unique model instantly structures and profiles current and historical interactions



Track anonymous visitors

1st party identifiers unaffected by browser restrictions maintain compliance



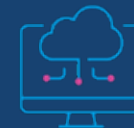
Compliant PII collection

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



Milliseconds data flow

Enable genuine, real-time personalization at the individual level



Powerful decisioning

Extract the most significant opportunities and threats to drive immediate action

Celebrus + Teradata Vantage



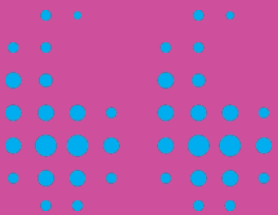
The Teradata Vantage Data Warehouse is populated directly with interaction data captured and processed by Celebrus to enable best-of-breed customer and product analytics. Data is captured from multiple channels and devices and delivered into the warehouse in real-time. This data can be combined with other customer data to achieve a true single customer view in Vantage. This highly accurate and complete customer view can be leveraged to drive optimal segmentation, customer profiling, and data-driven marketing activities. Celebrus feeds Teradata solutions in a variety of ways to enable diverse use cases and drive better business decisions. Celebrus is focused on enhancing the way customers connect interaction data to Machine Learning scoring models and the Natural Language Processing capabilities within Teradata Vantage, and enabling the flow of experimental data workloads between Celebrus and Vantage production.

Celebrus + Teradata Vantage CX



Celebrus enables real-time, one-to-one personalization within any digital channel by streaming digital data into Teradata Vantage CX. Our real-time Vantage CX connector enables the instantaneous flow of signals of opportunity or threat, extracted from the granular data captured by Celebrus. This highly efficient, millisecond data feed has been proven to enable content personalization to an individual customer, in less time than it takes for a page to load, on any device or channel. Personalized content can either be delivered in collaboration with a Content Management System (CMS), or served directly to the web browser or application. Interaction data captured by Celebrus and connected to Vantage CX can also be leveraged to:

- Identify and prevent fraudulent behavior
- Drive personalization through real-time web chat analytics
- Maximize the effectiveness of visitor retargeting
- Optimize campaign efficiency with enhanced marketing attribution



Integrating detailed data from every customer interaction channel is vital to shaping more relevant and timely cross-channel customer experiences and driving revenue upwards.

Group Strategy Director, Leading European Retailer