# Celebrus CDP for Banking and Finance



## Leading financial organizations are driving growth with data

Celebrus CDP enables banking and financial institutions to deliver a highly relevant, personalized experience to individual customers across all digital channels, in real-time. We know that delivering robust identity profiles at-scale and within a highly regulated and security-focused environment can be a significant challenge - that's exactly where Celebrus CDP comes in.

Featuring multi-patented technology specifically developed to address the needs of financial services organizations, Celebrus has been successfully deployed within over 35 leading banks worldwide as an integral part of their data driven infrastructure.

Contextual data is leveraged for enhanced customer visibility and understanding, while intelligent signals identify behavior which indicates sales opportunities or threats.

Comprehensive Celebrus data is used to optimize next-best actions, including:

- In-the-moment personalization of customized, highly relevant offers
- Automated email updates and mobile app offers triggered by behavior
- Prompts for in-branch staff to promote highly relevant offers

> "Celebrus has enabled us to transform the depth of our personalization, achieve true real-time personalization, and deliver a consistent cross-channel customer experience."
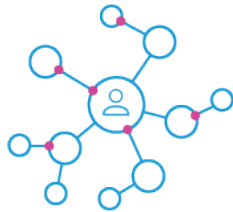
## Leading banks choose Celebrus CDP to deliver customer interaction data

HSBC     citibank     BNP PARIBAS     LLOYDS BANKING GROUP

Deutsche Bank     ally     DNB     Bank of America

*Celebrus for Banking & Finance*

# Innovating the way banks and financial institutions leverage hyper-personalization

## Real-Time Identity Graph

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

Celebrus CDP 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 CDP 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 CDP 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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### Tagging-free first-party data capture

Celebrus CDP is the leading first-party enterprise data capture solution with the ability to capture the richest, most accurate customer behavior and experience data across all platforms. Unimpacted by the restrictions our competitors face, our innovative technology replaces conventional tagging with a single line of code.

### Real-time data transforms insights into action

Captured Celebrus interaction data populates our published data model, combining 100+ tables to build a complete record of customer interactions. Celebrus CDP instantly detects key signals of opportunity or threat from customer behavior and connects it to enterprise decisioning solutions within milliseconds.

### Intuitive cross-channel customer data capture

Celebrus captures all customer interactions, from behavior to biometrics, on any channel or device in full compliance with evolving regulations. Our intuitive interface controls data collection in real-time and conforms to customer consent changes.

### Secure and compliant data capture

Banks choose Celebrus for our data security and control capabilities. Celebrus CDP is a highly certified solution, subject to extensive security and penetration testing, with secure private cloud, hybrid, and on-premise options.

## Customer Success: Global bank uses Celebrus CDP to enhance data capture, delivering highly granular and accurate customer data

**Use Cases:**

- Personalize customer experience
- Connect real-time behavioral signals to decisioning systems
- Optimize next-best actions

**50-70%**
increase in click-through rates (CTR)

**5x**
increase in campaign conversions

# Customer Success

## Leading European bank leverages real-time data capture for customer behavior and activity tracking

**Use Cases:**

- 1-to-1 customer marketing for best possible customer experience
- Omni-channel real-time data capture creates highly detailed customer profiles
- Connects to third party decisioning in milliseconds for in-the-moment content delivery

**$3.22M**
Net Present Value (NPV) of investment (est. by Forrester)

**2.44x**
ROI with a payback period under 2 years

**$15M**
increase in sales due to personalization

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**4%**
increase in digital sales due to personalization initiatives

**7%**
increase in sales inquiries due to more relevant, real-time offers

**20%**
increase in open rates due to targeted 1-to-1 communications

## Top 10 European bank transforms into data-driven, mobile-first enterprise delivering highly relevant and personalized customer experience

**Use Cases:**

- Definitive customer profiles contain every interaction from all sessions
- Key opportunities are identified from granular Celebrus data
- Real-time connections enable next-best-actions informed by customer behavior