Customer Data Platform

Know Your Customers

Obase Customer Data Platform (CDP) allows you to create a constant, unified customer database that is easily accessible by other systems. Obase CDP helps you to turn your customer data silos into actionable profiles.













Pre-made workflows & KPIs Lead scoring models and sales readiness grades Business unit-level marketing

Automate processes

Integration to business tools

Data Privacy

Why do you need a Customer Data Plaftorm?



www Unified customer view from online and offline sources such as website, mobile, stores, etc.



Segmented customers based on behavior and demographic info to run omnichannel campaigns



Hyper personalization to improve marketing effectiveness



Predict future by scoring each customer and focus on the highest-priority leads



Increase efficiency in both operations and campaign budgets

Business Outcomes:

- Increased operational efficiency
- Segmented customer data to run omnichannel campaigns
- Increased focus on the highest-priority leads
- Strengthened marketing team

Obase CDP in action

Data Gathering

- Unification
- Consent
- Management
- Data «İmportant»

Data

- Demography
- Sales Transaction
- Campaign
 - Customer KPI's
- Activities

Actions

- Loyalty
- Campaign
- Customer
 Communication

Advanced Analytics

- Reports
- Dashboards
- Insights



We nurture analytics-driven management approach in organizations, creating business solutions with analytics. We employ mathematical models to enable organizations to get the most out of their resource: with the least cost, deliver actionable insights via top-notch visualizations and help professionals transform the data into clear-cut actions.