

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 Platform?

- ★ **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 «Important»

Data

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

Actions

- Loyalty
- Campaign
- Customer Communication

Advanced Analytics

- Reports
- Dashboards
- Insights