

Why CMOs Must Prioritize Personalized Experiences

Businesses that offer the right personalization generate **40% more revenue.**¹



Supercharge your marketing with Hyper-Personalization for Your Customers

71%

of consumers expect businesses to offer personalized experiences¹

76%

of consumers are unhappy when there is no personalization¹

78%

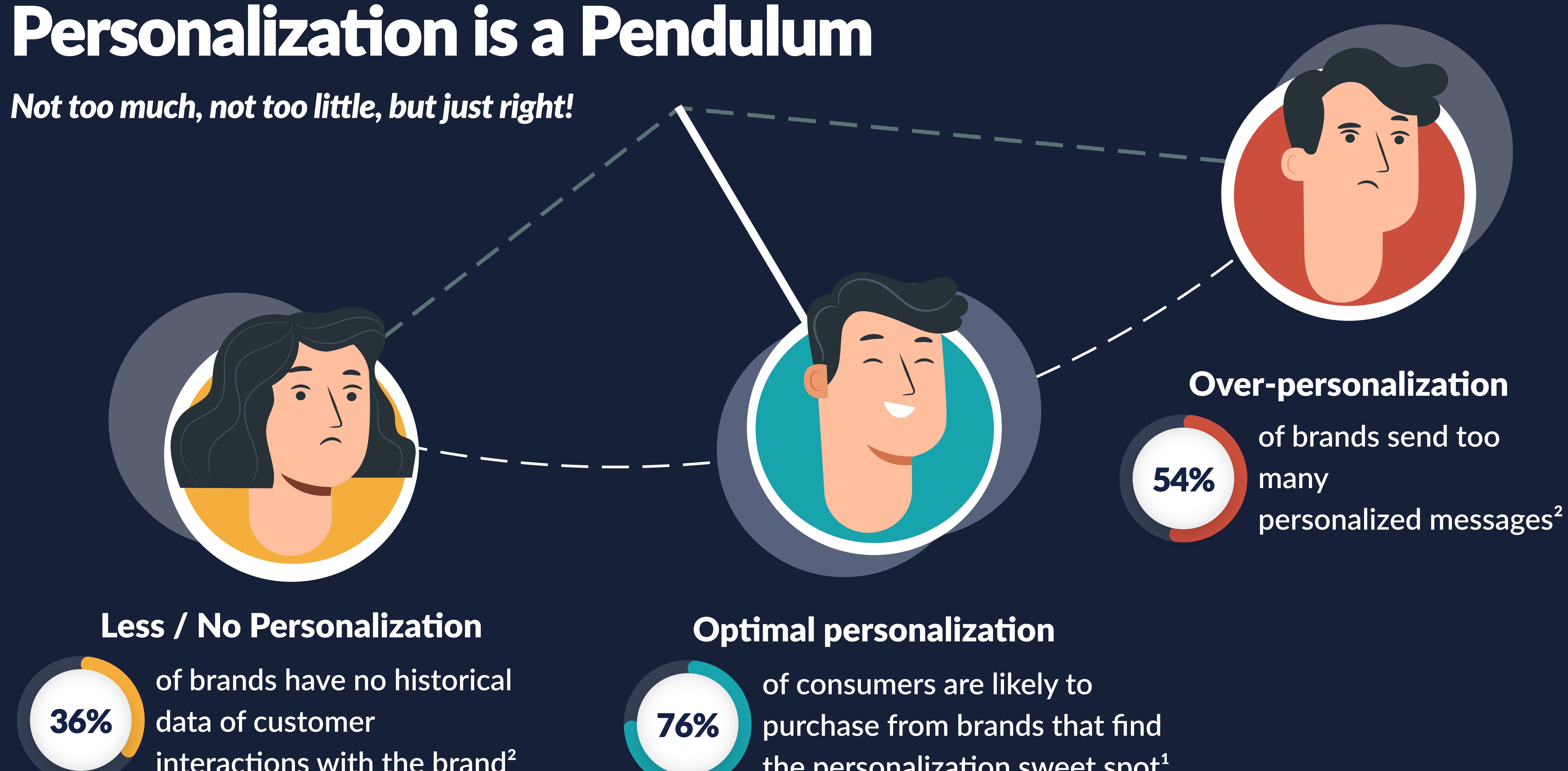
of consumers are likely to refer friends and families to companies that provide personalization¹

78%

of consumers tend to purchase again from the same business if they personalize¹

Personalization is a Pendulum

Not too much, not too little, but just right!



OneCustomerView: Deliver Picture Perfect Personalization In Every Customer Interaction

Win over customers by offering personalized, optimized, and nearly real-time digital customer experiences. Foster customer loyalty and fast-track your revenue growth while gaining a competitive edge.

The OneCustomerView Overview

Here Is How You Can Stay on Top of Your Customer Expectations



- 1 Discover:**
Our advanced GraphML technology enables precise **identification, construction, and exploration** of customer targeting opportunities. Leveraging advanced analytics, we **uncover hyper-segmentation** and efficiently engage with these groups.
- 2 Target:**
We tailor marketing **interventions** and offers to target individual customers within specific **hyper segments**, creating **personalised experiences** that meet evolving expectations.
- 3 Recommend:**
OneCustomerView suggests the best **marketing actions and product offerings** for each customer segment, optimizing **product-channel pairings** to meet evolving expectations.
- 4 Optimize:**
We facilitate strategic **decision-making** by analysing **custom scenarios** and considering evolving customer expectations. This helps anticipate behavioural changes, enabling informed decisions.
- 5 Engage:**
Maximize personalized interventions by identifying the **right time to engage** with customers. Enhance their journey with meaningful experiences using OneCustomerView, making each customer **feel special**.

Why Opt for OneCustomerView



Versatile:
Harness the Power of OneCustomerView within your **Current Tech Stack**.



Fast:
Effortlessly Implement Personalized Experiences Using Your **Existing Data, Anytime, Anywhere**.



Cost-Effective:
Eliminate the Need for **Additional Infrastructure and Licensing Costs**.

“Try OneCustomerView and Improve Your Bottom Line by 40%!”