



TAKING PERSONALIZATION TO THE NEXT LEVEL WITH A DUAL-ZONE CUSTOMER DATA PLATFORM

Clean, consolidate, and connect data from the cloud to customer activation



Each customer wants to be consistently recognized as a unique customer, with their individual preferences —no matter when, where, and how they engage with a brand. They also expect personalized experiences and offers customized for their unique wants and needs. Customer data platforms (CDPs) can help make that vision a reality, benefitting both the customer and the business. The challenge? Ensuring that the underlying data is accurate, clean, and unified—to eliminate duplicate information, for example—and to ensure that it gets to the right tools and touchpoints used for supporting the customer’s journey.

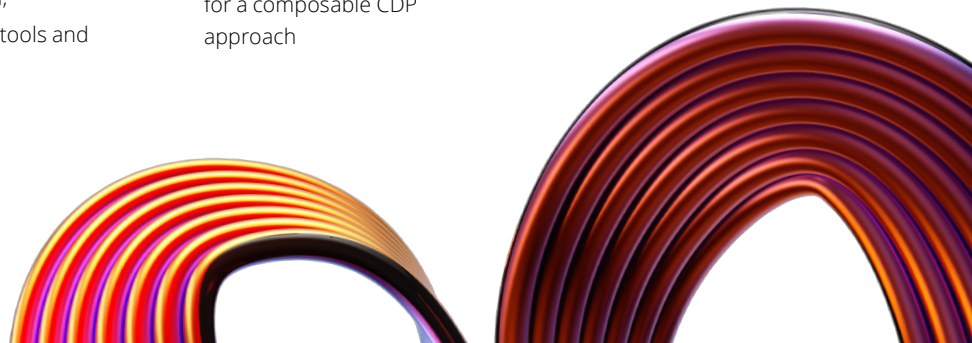
Moving decision-making and experiences from mass to micro

For many organizations, the realities of scale adds another wrinkle to the challenge. Turning mass marketing into precision micro marketing requires an ability to tame the complex data and process landscape that comes with doing business on a massive scale.

ConvergeCONSUMER’s customer experience management platform enables a dual-zone CDP for providing personalization at scale—with AWS Cloud for “customer data management” and Adobe Experience Platform for “journey orchestration and personalization.” ConvergeCONSUMER embeds key capabilities for data consolidation, cleansing, and stitching, as well as decisioning, visualization, orchestration and integration with downstream marketing tools and touchpoints.

Potential benefits of ConvergeCONSUMER

- Get more meaningful, unified data-driven customer insights
- Integrate seamlessly with existing marketing tools and systems
- Target offers with greater accuracy
- Improve decisions for product, place, price, and promotion
- Get modularity and flexibility for a composable CDP approach
- Maintain critical marketing capabilities in house, in your cloud, to ensure experience quality
- Deliver personalized experiences at scale
- Align digital data and experiences with business/operational outcomes



ConvergeCONSUMER + AWS Cloud + Adobe Experience Platform demo

Experience the solution in action

ConvergeCONSUMER's Hux platform serves as an integral element across a dual-zone CDP that includes AWS Cloud for customer data management and Adobe Experience Platform for orchestration and personalization. This two-in-one configuration provides a "best of both solutions" approach that encompasses cloud/SaaS and the marketing technology stack.

ConvergeCONSUMER is instrumental in supporting 1:1 personalization—supporting data unification and cleansing in Zone 1 (AWS Cloud) and then delivering data to Zone 2 (Adobe Experience Platform) for personalized messaging and offers across marketing channels.

Example dual-zone CDP design:



Learn how ConvergeCONSUMER can help you make more precise decisions and create more meaningful experiences as part of a dual-zone customer data approach.

Reach out to explore the right approach for your business

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