

Müşteri Data Platform

Müşterilerinizi Tanıyın

Obase Customer Data Platform [CDP] allows you to create a constant, unified customer database that is easily accessible via other systems and helps you turn customer data silos into actionable profiles.



Pre-designed
workflows &
KPIs



Lead scoring
models and
sales readiness
grades



Business
unit-level
marketing



Automated
processes



Integration
to business
tools



Data
Privacy

Neden Müşteri Veri Platformu?

- » Customer 360° 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 focusing on the highest-priority leads
- » Increase efficiency in both operations and campaign budgets

İş Sonuçları

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

Veri

Demografi
İşlem Verileri
Davranışsal Veriler

Karar

Potansiyel Müşteriler
Akıllı Segmentasyon
Otomatize Müşteri Yolculuğu

Sonuç

Gerçek Zamanlı Öneriler
Çok Kanallı Teklifler
Kişiselleştirilmiş İletişim
Davranışsal Veriler