imagino

Customer Data Platform

imagino offers a **Customer Data Platform** for marketing and CRM teams who want to manage **customer data activation independently.**

Customer data, scattered across multiple sources, can be rapidly combined by the solution to create **a 360° view of the customer** in order to unlock its full strategic potential.

imagino CDP leverages the use of existing data tenfold thanks to its speed of implementation, agility and flexibility. In practical terms, the solution connects the databases and data from the various offline and online channels **in real time**, directly from their locations, and makes them available for identification, engagement and activation for different use-cases.

Customer data can be unified - in real time or in batches - to build the **Single Customer Repository.**

MAIN
FEATURES

▶ **Connect & Catalogue**

Automatically browse and gather data from all existing sources and reference it in real time on the platform, for direct access by marketing teams.

▶ **Enrich**

Process the data including all available information to create cleaned and deduplicated information (address correction, calculation of aggregates or indicators).

▶ **Unify**

Link the data to obtain a single view of the customer, accessible to the marketing teams so that they can put in place highly personalised use-cases.

▶ **Segment**

Multiply the cross-source segmentation options simply and powerfully based on marketing criteria, for example concepts of households or companies.

▶ **Activate**

Send the required information to the various activation systems (campaign management, loyalty, etc.) and create personalised experiences (marketing, customer service and sales).

MAIN
BENEFITS

▶ Return on investment in as little as 6 months
> Increased reach, engagement and effectiveness of social, CRM and marketing campaigns
> Optimised sales frequency

▶ Better understanding of different personas
> Implementation of more granular, dynamic segmentations
> Customer value optimisation

▶ Lower churn rates

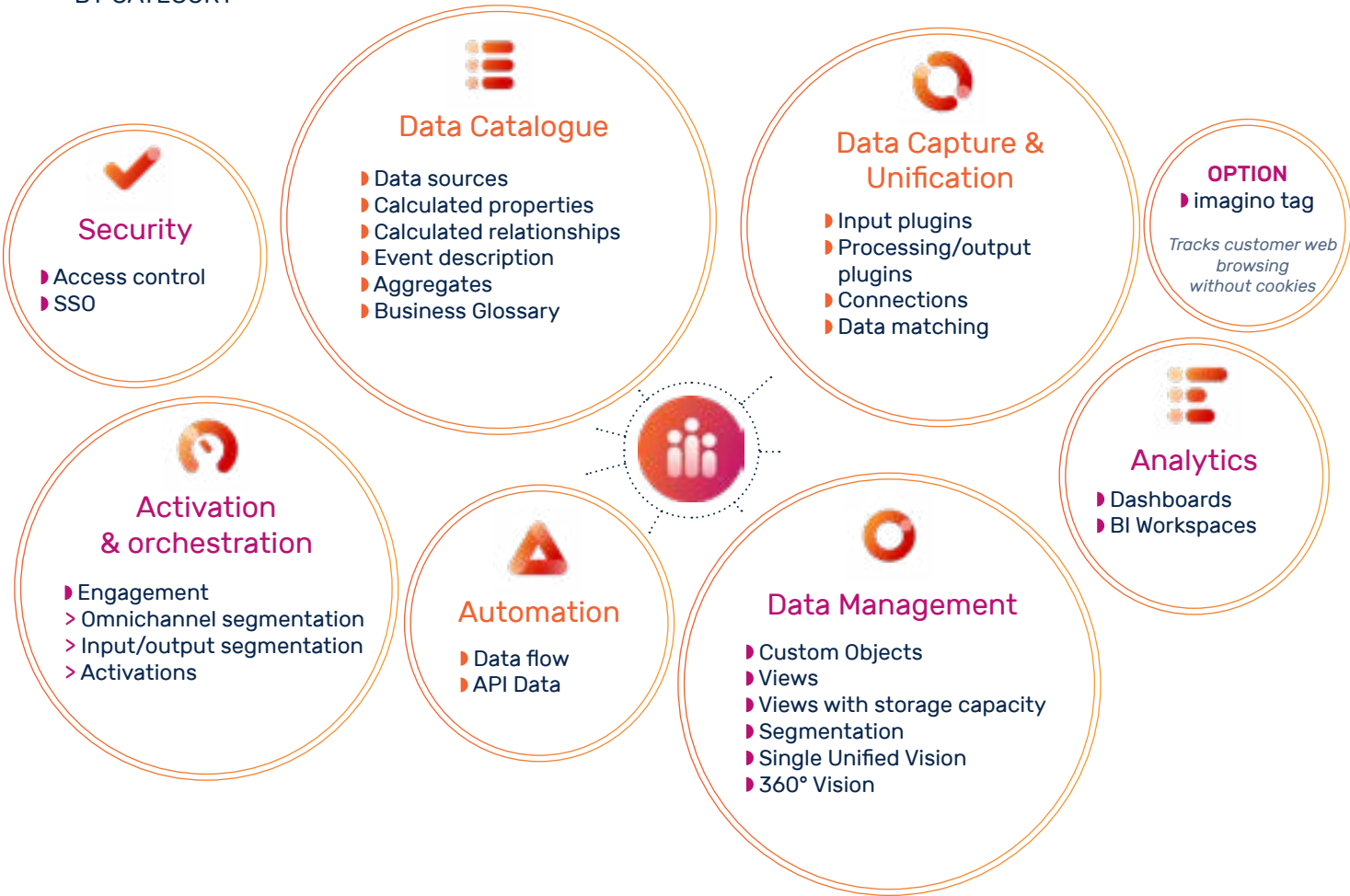▶ Facilitate compliance with GDPR regulations

ARCHITECTURE
& PLATFORM

imagino

The imagino CDP is based on an integrated software platform developed by our teams to make data **accessible and readable,** with a number of special features:

- ✓ Cloud-first SaaS platform
- ✓ High service availability
- ✓ Distributed, scalable architecture
- ✓ Easy to connect to pre-existing systems
- ✓ Integration of behavioural web data - *high volume management*
- ✓ Encrypted protocols (https, etc.) - *with authentication*
- ✓ Full web access tailored to mobile terminals (tablet, telephone, etc.)
  - *Data hosted in the European Union*

FEATURES
BY CATEGORY

Security
- ▶ Access control
- ▶ SSO

Data Catalogue
- ▶ Data sources
- ▶ Calculated properties
- ▶ Calculated relationships
- ▶ Event description
- ▶ Aggregates
- ▶ Business Glossary

Data Capture & Unification
- ▶ Input plugins
- ▶ Processing/output plugins
- ▶ Connections
- ▶ Data matching

OPTION
- ▶ imagino tag

Tracks customer web browsing without cookies

Activation & orchestration
- ▶ Engagement
- > Omnichannel segmentation
- > Input/output segmentation
- > Activations

Automation
- ▶ Data flow
- ▶ API Data

Data Management
- ▶ Custom Objects
- ▶ Views
- ▶ Views with storage capacity
- ▶ Segmentation
- ▶ Single Unified Vision
- ▶ 360° Vision

Analytics
- ▶ Dashboards
- ▶ BI Workspaces

Some Use-Cases

Single Customer Repository

Create a centralised 360° customer view that can be activated, based on all the available customer relationship data.

Personalisation

Assemble available data to create personalised content that can be accessed across all delivery channels (website etc.). This functionality can be used in real time.

Omnichannel customer relationship orchestration

Sequence marketing initiatives based on the customer's offline and online journey, using aggregated information and history.

Analytics

Create dashboards using predefined indicators and export rich data - *BI Workspace* - to specialist analysis tools (table, business object etc.).