



# Today's consumers demand great customer experiences

and in digital channels, expectations  
have never been higher.



# COVID-19 upped the ante for brands to deliver great digital experiences as customers were forced to transact online.

A McKinsey report showed digital adoption grew by 28-46% across a range of industries, and these increases are expected to be permanent.

So, organizations are fundamentally rethinking how they deliver hyper-personalized experiences for individuals in digital channels to adapt to the new normal.

What decision-makers say about digital experiences:

**85%**

believe digital experiences are the most effective way to reach and engage consumers.

**66%**

say their organization is focused on providing real-time, in-the-moment customer experiences.

**65%**

say creating high-impact customer experiences is a priority for their organization.

Source: "Invest In Customer Insights to Drive Business Growth," global study commissioned by Teradata and Celebris and conducted by Forrester Consulting

# But cookie deprecation puts customer experience (CX) at risk

Tens of millions in revenue could be lost.

Third-party cookies used to track website visitors and support personalization are increasingly being blocked by the major browsers due to new and evolving privacy laws and regulations. Apple, Microsoft, and Mozilla already block third-party trackers by default, and Google announced that Chrome will do so in 2024.

Companies reliant on third-party cookies to track individuals will no longer be able to personalize experiences, optimize advertising, or manage customer journeys across channels and over time.

# Digital solutions are failing to support brands to create data-driven experiences

A recent study by Forrester found that 80% of decision-makers believe data-driven customer experiences will yield business outcomes. However, over 60% say capturing and making sense of digital customer data is difficult. Third-party cookie deprecation escalates this problem.

Organizations face five key challenges with using digital analytics solutions:

**Identity** does not persist across web sessions or devices, preventing the ability for users to be tracked and identified

**Gaps** exist in digital data across channels due to legacy tag-based tracking and the lack of browser support for cookie-based tracking software






**Security** and governance are being compromised due to manual hacks and code that aim to circumvent cookie and tracker blocking

**Real-time** decisions are impossible due to the time it takes to gather and process data

**Activating** personalized experiences is limited without access to granular data for analytics and decisioning

# First-party identification and collection of every customer interaction to drive optimal CX through real-time decisioning

With Teradata and Celebrus, you can:

-  **Maintain identification** across all touchpoints and devices over time
-  **Eliminate gaps** in data collection to answer any question and deliver enhanced CX
-  **Ensure data compliance and security**
-  **Collect granular data** on all user interactions
-  **Activate data in real time** to drive personalized experiences



# Case Study: The benefits are clear

A top-5 global financial services firm was struggling with digital data that lacked the detail needed to connect to specific customers, which limited analytic insights and created challenges in managing CX.

Teradata and Celebrus identified customers across channels and captured the context of digital interactions to drive improvements in specific customer journeys. This led to:

**\$50M**  
**REVENUE**  
from personalized  
CX

**5X**  
**INCREASE**  
in application  
completion

**50%**  
**INCREASE**  
in click-through  
rates



# Activation of data is easy with Teradata and Celebris

- ✓ Celebris collects granular data from interactions and identifies users across all digital channels
- ✓ The pre-built and extensive Customer Experience Data Model within the Teradata Vantage™ platform captures and organizes data from Celebris in near real time
- ✓ ClearScape Analytics™, Teradata's advanced analytic capabilities as part of the Vantage platform, enable digital data to uncover behaviours and insights
- ✓ The real-time capabilities of Vantage enable contextual decisioning and action while a user is live on a digital channel
- ✓ Broader integration of Vantage with the MarTech ecosystem enables marketing fulfillment and additional CX use cases



# Unlock the full potential of CX through the power of data.

Get the power, scalability, and enterprise analytics needed to solve CX challenges from start to scale.

Teradata Vantage is the connected multi-cloud data platform for enterprise analytics. Vantage supports enterprise data and analytics use cases at scale to enable a holistic, 360° customer view and sophisticated insights that can be driven into real-time contextual action to grow your business.

[Learn more at Teradata.com](https://www.teradata.com)

Celebrus is the world's only first-party, real-time, enterprise-class data capture and contextualization solution that unlocks huge savings and incremental online revenues through the creation of world-class digital experiences for each online customer. [Learn more at Celebrus.com](https://www.celebrus.com)

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