Unified Customer Profile

Get a 360° View of Your Customers

Personalized Experiences. Marketing today is no longer about businesses telling their stories, but about fully understanding their individual customers – identifying their unique needs and tailoring the selling processes to suit them personally.

Data Explosion. Delivering personalized, cross-channel experiences is not a new concept, but it has become a lot harder to execute due to the explosion of data from web, social and mobile channels. Both B2C and B2B companies must be able to ingest massive data volumes from a dizzying array of sources to put together the pieces of each customer's puzzle to identify the perfect message at the perfect time.

How can an enterprise pull together all of this valuable information to deepen their customer knowledge and gain competitive advantage? Enter the Unified Customer Profile.

What is a Unified Customer Profile?

Platform for 360° Customer View. A Unified Customer Profile (UCP) is a key platform in digital marketing that aggregates real-time data across all customer touch points (social, mobile, web) with third party data (Acxiom™, Epsilon™, etc.) to create a 360° view of the customer.

Data Hub for Omni-Channel Marketing Campaigns. A UCP is a critical resource for bringing together data from all different marketing touchpoints (online and offline) in one place to power:

- Measurement of cross-channel marketing effectiveness
- Retention marketing
- Email marketing execution
- Real-time personalization of e-commerce, web and mobile applications
- Brand and direct response advertising across digital channels
- Brand engagement and loyalty program management
- Marketing attribution analysis

A UCP becomes a key platform that enables marketers and agencies to supercharge all of their digital applications for hyper-personalized, omni-channel campaigns that react to customer needs in real-time.

Key Benefits of a Unified Customer Profile

Maximize ROI. Big Data is only getting bigger, and with a UCP, companies can do more than keep up – they can derive maximum business value from their customer data. Leveraging affordable scale-out technology means:

- No need to throw away any data
- Improved analysis
- Intelligently targeted campaigns
- Dramatically increased ROI

Deepen Customer Relationships. Real-time personalization not only strengthens customer loyalty, but also provides a seamless and consistent customer experience across all interactions. This enables customers to view relationships as bonds rather than mere business transactions. These stronger relationships lead to higher revenues and a leg up on the competition.
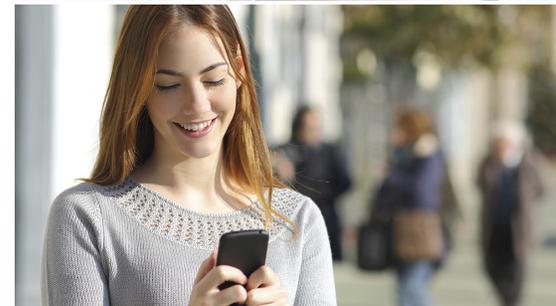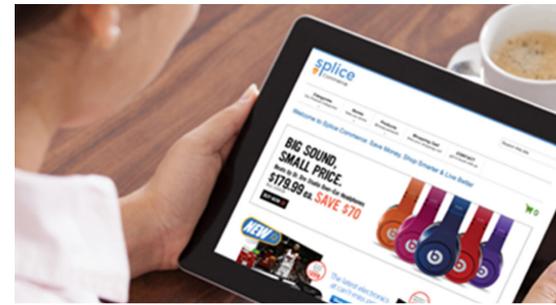
UNIFY ALL YOUR DATA

- Clickstreams
- E-commerce transactions
- Social media feeds
- Mobile device data
- Advertising DSPs
- Marketing automation systems
- Loyalty programs

HOW CAN YOUR BUSINESS PROFIT FROM A UCP?

- Improved ad effectiveness
- Increased ROI and revenues
- Decreased customer churn
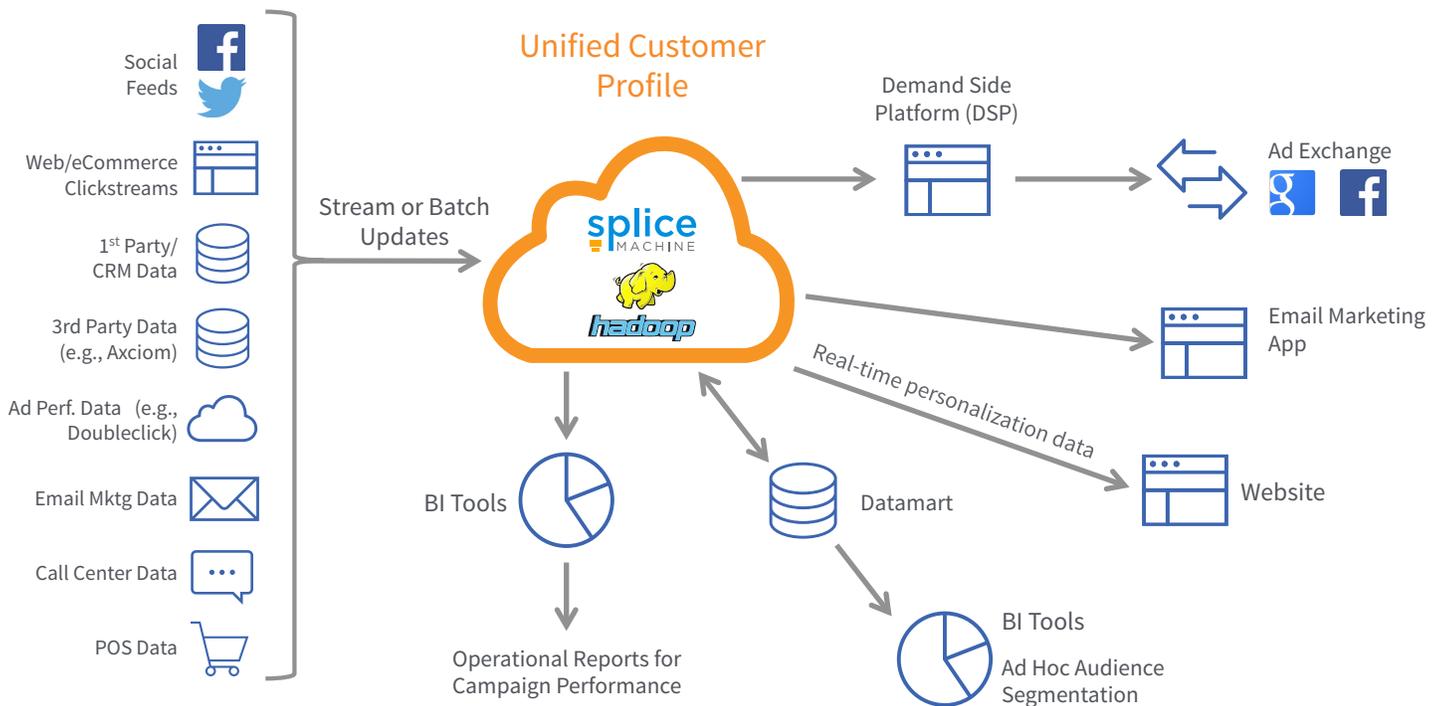
Creating a Unified Customer Profile with Splice Machine

Hadoop-Based Data Lake. The ideal UCP provides the foundation for a seamless cross-channel experience, which can only be accomplished by technology that can support high-ingest rates of real-time data, potentially scaling to petabytes. Many businesses have witnessed the value of creating a 'data lake' architecture to effectively scale to this level, selecting Hadoop as the centerpiece of this data lake.

Risk-free Transition. Splice Machine is the only Hadoop RDBMS that is designed to scale applications and tools without expensive proprietary hardware — or requiring massive application rewrites like NoSQL solutions do.

Affordable Scale-Out. At a fraction of the cost of traditional databases, Splice Machine can tackle:

- Large database workloads with high concurrency
- Operational applications, reporting, and analytics
- Integration with a variety of tools for business intelligence, data visualization, and marketing automation
- Real-time ETL pipelines at scale

By replacing costly RDBMSs with Splice Machine, companies have **reduced costs by 75% while increasing performance by 5x-10x.** Discover the next best offer — full speed ahead. Contact Splice Machine to learn more today.

About Splice Machine

Splice Machine's Hadoop RDBMS enables companies to scale real-time applications using commodity hardware without application rewrites. The Splice Machine database is a modern, scale-out alternative to traditional RDBMSs, such as Oracle®, MySQL™, IBM DB2® and Microsoft SQL Server®, that can perform significantly faster that traditional databases on a much less expensive hardware platform. As a full-featured Hadoop RDBMS with ACID transactions, the Splice Machine database helps customers power real-time applications and operational analytics, as they approach Big Data scale.