

CUSTOMER DATA PLATFORM

Maximize the full potential of your customer data with Blueshift's AI-powered CDP.

Designed for both technical and marketing teams, Blueshift's CDP empowers you to unlock actionable customer insights. By centralizing data from every touchpoint in a secure platform, you can harness a unified and comprehensive customer view to fuel personalized, cross-channel engagement and make informed, data-driven decisions. Connect with customers on a personal level through targeted messages, recommendations, and offers based on real-time behavior, preferences, and affinities. Eliminate data silos and manual tasks, gain operational efficiencies, uncover powerful insights, fuel real-time personalization, refine targeting, and drive meaningful engagement.



DATA IN. ROI OUT.

Turn Customer Data Into Value



Data Unification

Unify and organize customer data from any source for rich customer profiles and easily accessible segments.



Decisioning

Automate and scale using predictive models that combine AI and real-time data for a deeper customer understanding.



Delivery

Orchestrate and automate seamless, personalized customer journeys that adapt in real-time across all channels.

Key Capabilities

Dynamic customer profiles providing a 360 view of each known and anonymous user.

Precise customer segments based on any user attribute, without reliance on data teams.

Activation of customer data from any source for 1:1, cross-channel journeys.

Data flexibility and scalability for complex use cases and volume needs.

Operational efficiencies through streamlined data unification processes and shared data.

Accessible and transparent AI to predict and act on customer behavior.



Key Features

Blueshift has all the tools you need to unify and activate your customer data.

Security and Compliance

- Compliance with leading privacy regulations, including GDPR, SOC2, HIPAA, and CCPA.
- Data is encrypted at-rest and in-transit and SSO, 2FA, audit logs, and custom user roles and permissions are provided.

Data Ingestion

- Flexible identity modeling and data structures to customize to your unique datasets without data limits or additional data work.
- Capture real-time behaviors, transactions, on-site and offline behaviors, engagement, interactions, and other custom attributes—across channels, devices, and systems.

Profile Unification

- Connect, unify, and resolve identity, attribute, and event data from multiple touch points, devices, and channels into a single customer view.
- Maintain continuously updated, comprehensive customer profiles in real-time for every known and anonymous user with cross-device identity resolution.

Audience Segments

- Define segments based on activity, affinities, and other custom data attributes that adapt to customer data in real-time, without impacting storage or speed – no SQL required.
- Create predictive segments based on customers' likelihood to purchase, churn, engage, or perform a desired action.

Audience Insights

- Gain a holistic understanding of how different customer groups or cohorts impact your key metrics.
- Slice and dice goal metrics by custom properties to identify new opportunities and allocate budgets effectively.

AI-Powered Decisioning

- Generate data-driven predictive insights such as channel engagement scores, AI-powered affinities, propensity scores, and engage time affinities for every customer.
- Use predictive recommendations to automatically choose the right content and product for each customer, updating in real-time based on the latest customer data.

Personalized Activation

- Leverage real-time data to continuously shape customer interactions across all marketing channels, and automate with triggered workflows.
- Schedule automated audience sync with paid media destinations or orchestrate 1:1 journeys across marketing and CX applications.

Integrations

- Combine real-time event stream data with relational data from sources like Snowflake to build unified profiles.
- Connect to a wide range of destinations like Facebook, TikTok and Google, as well as marketing and CX platforms like Salesforce, Zendesk, Lob and Twilio.

