

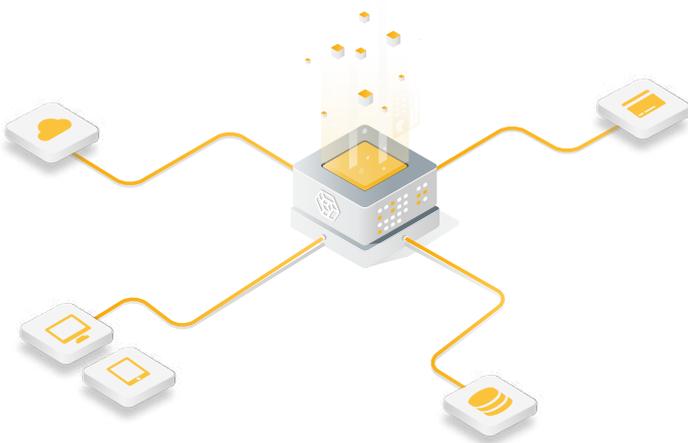
# Boxever CDP

CUSTOMER DATA PLATFORM

## What is Boxever CDP?

Boxever CDP is a real-time Customer Data Platform. It creates a unified source of visitor and customer intelligence for your digital ecosystem. Boxever CDP consumes and activates behavioural data from all channels including web, mobile, app, contact centre and email. Behavioural data is blended with enterprise customer data to surface insights and power targeting, segmentation and audience delivery to your marketing, commerce and CX tech stack.

### Live personalisation profiles



## What are the benefits of Boxever CDP?

- Sense digital signals in real-time as people interact with your channels
- Know when customers are online and take immediate action
- Predict what customers want based on current and historic behaviours
- Activate customer insights for optimisation and personalisation in any channel
- Share audiences across your ecosystem for better campaigns



CUSTOMER  
DATA PLATFORM  
INSTITUTE

*"The most challenging barrier to marketing automation success is data integration between the various marketing systems of an organization."* David Raab, CDP Institute



## Why do I need a CDP?

Over the past decade, CDPs have become a must have component of the marketing technology stack. They compliment your Customer Relationship Management (CRM) and Single Customer View (SCV) strategies by activating customer insights, in realtime, to fuel optimisation and personalisation across advertising, marketing, e-commerce and customer service.

### Some of the signs you need a CDP:

- You have lots of customer data, but it's stored in slow moving or inaccessible databases, meaning you can't innovate and activate without months of work.
- You don't have a place where you can join up behavioural (online), CRM and transactional (offline) data, meaning anytime you see a customer you never see the whole story.
- You want to offer a better customer experience, but with your scale, this is difficult.
- You are seeing your Paid Media spend rising rapidly, but are unable to use your own data to do better centralised targeting across all your paid media channels.
- You are doing great Segmentation, but you are doing it in multiple channels, each with unwanted nuances and limitations.

*"The path forward for marketers achieving adtech and martech convergence centers on the consolidation of customer data to drive cohesive insights and engagement across touchpoints and devices."*  
A Custom Technology Adoption Profile - May 2017

**FORRESTER**<sup>®</sup>

### What can I do with Boxever CDP?

Activate customer insights and predictive models in any channel

Generate audiences based on all your sources of 1st party data

Sync audiences across social, paid media networks and email or campaign tools

Enable an omnichannel customer experience

Visualise and analyse the entire customer journey

Level up your optimisation and personalisation strategies with a real-time data capability

**Aer Lingus** 

*"Boxever helps us capture data, anticipate the needs of our guests and create a personalised engagement across all channels"*

**BOXEVER** | make every customer interaction smarter

## How does it work?

Boxever CDP is a cloud solution optimised to operate in real-time at internet scale. Deployment to websites is via a simple JavaScript tag and integration with any channel, or datasource, is achieved via secure and simple APIs.

### Key Features

#### Data Ingestion

Track digital behaviour, purchases and conversions as they happen. Activate insights from your customer database, datamart, CRM, etc. Boxever provides lightning fast stream, interactive and batch APIs for data ingestion.

#### Identity Resolution

Boxever instantly creates profiles from historical, transactional or behavioural customer data for every single customer, previously known or not. Using secure "PII" (Personally Identifiable Information), Intelligent ID performs a deterministic match to previously created profiles to bring visibility across all your systems and channels.

#### Segmentation

Discover and explore audiences across all your data using drag and drop segmentation. Segments can be used to power-up marketing campaigns, shared via Audience Sync, or used for real-time targeting in your digital channels.

#### Live Personalisation Profiles

Boxever surfaces customer insights as live personalisation profiles. Up to 3 months of customer insights are available in-memory for real-time targeting.

#### Customer Insights

Boxever scores all of your customers by creating individual classifications for each. Classifications are achieved by adding scores derived from data science modelling and predict the best time to interact, likelihood to buy, lifetime value and other industry specific scores. These attributes are easily actionable.

#### Audience Sync

Share audiences across your technology ecosystem. Power-up your marketing with smart segments derived from real-time customer behaviours and your enterprise insights.

## Trusted by leaders across industries



Telcos & CSPs



Utilities



Travel



Banking



Retail



Gaming



Airlines



Insurance

© Boxever ltd. Ashford House, Tara St, Dublin, +353 1443 3103 | [www.boxever.com](http://www.boxever.com) | [hello@boxever.com](mailto:hello@boxever.com)

**BOXEVER** | make every customer interaction smarter

**Minimum Customer Specifications:** The following are the system specifications that Boxever Customers need to comply with. VPN to include one of the following: IPSec, OpenVPN, or Cisco VPN  
Encoding: UTF8 Compression: Gzip Encryption: PGP SSH public/private key authentication Servers must be able to use https/TLS/SSL & rate limiting access to Service Provider's applications are web based with access by any modern PC with a CPU greater than 1.5GHz and 4GB RAM. The web application is certified on Webkit-based browsers and works on all modern browsers HTML5 compliant browsers. The certified browsers and platforms are: Chrome 20+ on Windows XP+ or Mac OS X.