

Liberate your data

BlueConic puts unified, privacy-compliant first-party data into the hands of business teams that want to transform the customer relationship and unleash growth.

Platform Capabilities:

Unified Customer Profiles

Build a single customer view for business teams

Multi-Dimensional Segmentation

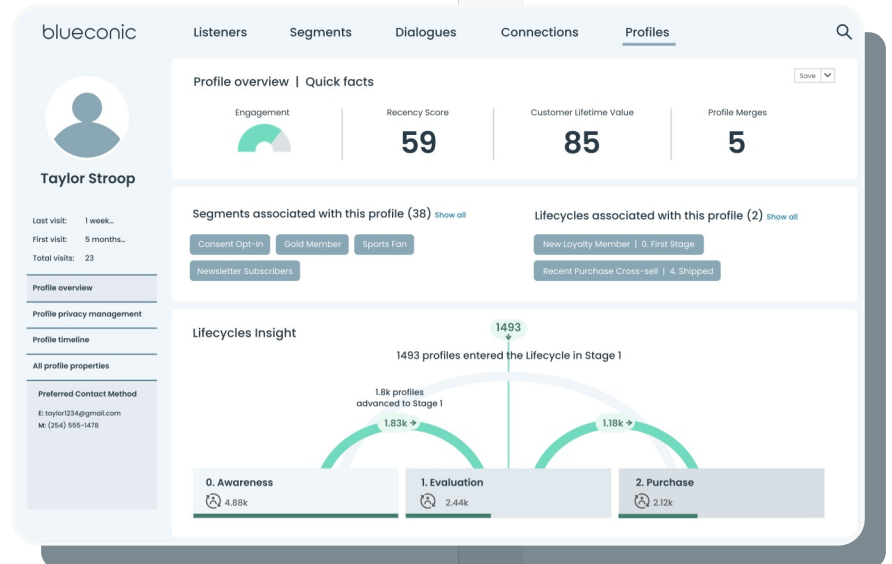
Use real-time data to build complex segments

Lifecycle Orchestration

Orchestrate bespoke customer experiences in every lifecycle stage

Modeling & Analytics

Power customer analytics & insights with AI



Key Benefits:

- **Improve data quality** with accurate customer profiles that update in real time
- **Mitigate consumer data risk** with automated, end-to-end consent management that stores, manages, and distributes consent across systems
- **Increase agility & flexibility** to respond to market changes and rapidly changing customer behaviors
- **Enhance analytics & insights** by using first-party data and machine learning models to activate customer scoring and uncover customer insights
- **Strengthen customer engagement** with responsive and predictive interactions across channels and lifecycle stages
- **Improve growth outcomes** by tailoring relevant experiences to the individual

The BlueConic Advantage: The only CDP designed for speed, scale, and flexibility.

Our customer data platform gives you access to unified, actionable, and consented first-party data that offers both confidence and utility whenever and wherever you need it.

9B+
BlueConic
profiles

8000+
Active
integrations

.0024
Seconds from intent to
interaction

- **Speed:** Customer profiles and segments update automatically and dynamically – even across hundreds of millions of profiles – so your 360° view reflects the most recent behaviors and engagement. Built on Apache Cassandra, any online, offline, behavioral, and synthetic customer attributes can be stored and made available for segmentation, analytics, and orchestration.
- **Value:** As your business priorities change and grow, BlueConic makes it easy to implement new use cases, ingest new data sources, or send data to new systems for activation – all without unwinding months of work due to rigid data schemas or ballooning data storage fees.
- **Utility:** A user-friendly, point-and-click interface enables business users without technical skills or SQL knowledge to activate the data in support of a wide range of use cases. Reduce dependencies on teams like IT or analytics, or even external agencies. Transform, analyze, and score data based on real-time, unified profile data to act on intent in the moment.
- **Adaptability:** Pluggable integrations ensure your changing tech stack is always plugged into your customer data. Use a single UI to add or remove out-of-the-box connections to specific named technologies, as well as universal connections that collect data from a wide range of tools.

Liberating data for over 350 companies worldwide:



Forbes



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