blueconic | CUSTOMER DATA PLATFORM

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
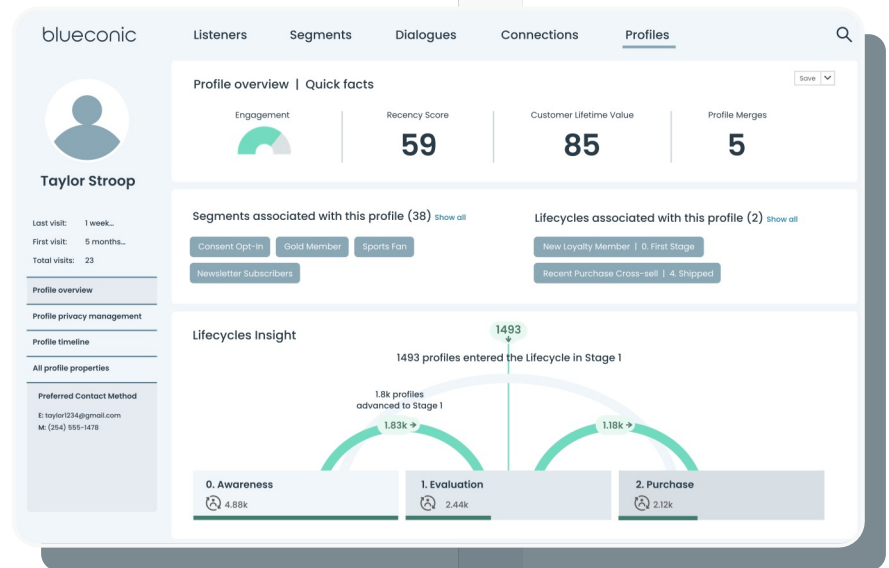
Multi-Dimensional Segmentation
Use **real-time data** to build complex segments

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
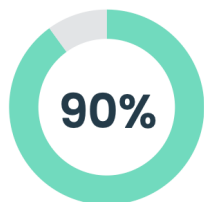
90% **BlueConic Customers Reduce Operational Costs with Up to 90% Time Savings**
– Forrester Total Economic Impact™ Study

www.blueconic.com

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.

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BlueConic profiles	Active integrations	Seconds from intent to interaction

The BlueConic Advantage:

Our ability to flex to a wide range of business use cases and data architectures without ballooning platform costs or prolonging time-to-value is what sets BlueConic apart. This is made possible by the expertise, partnership, and empathy we bring to all our interactions with customers, and our platform's four design principles:

- **Privacy:** Maintaining an unflinching commitment to centering privacy in what we build and how our customers use the BlueConic platform.

- **Usability:** Embracing a relentless focus on enabling business users to easily access, analyze, and activate their data to support their uses cases and drive business growth.

- **Neutrality:** Providing customers with the ability to create agile, open, flexible tech stacks that can quickly accommodate new data sources, formats, and channels.

- **Scalability:** Ensuring the BlueConic platform accessibly and elastically scales with the business' needs as the volume, variety, and velocity of data increases.

Liberating data for over 350 companies worldwide: