# The Challenge

Marketing is spread across hundreds of sources, leaving customer data that is siloed and disconnected – which leads to limited customer insights, manual segmentation, and fragmented reporting. Businesses spend more time trying to access and combine their customer data than they do reviewing insights or taking proactive actions.

The Results

Solution

Unify Data

Accelerate Insights

Activate Campaigns

01 Identify

Does the anonymous web and mobile browsing data belong to a new or existing customer? Zylotech unifies the data to uncover the unknown

- Seamlessly connect and unify all known and unknown customer data
- Identify customers – even if anonymous – with speed and accuracy
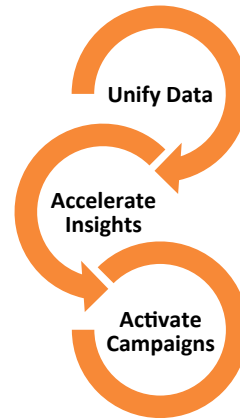
02 Know

Too often the customer definition varies. Zylotech optimizes this by increasing visibility into who is an active, inactive, loyal, lost or new customer and keeps this information updated dynamically.

- Map all customer data to finally see the Customer 360 view beyond raw data points
- Quickly see customers across segments, micro-segments, and cohorts and with individual status
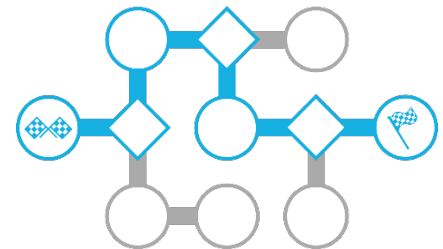
03 Grow

Turn buyers into repeat customers. Zylotech gives marketers the ability to move their one-time buyers to repeat customers with individualized and timely offers/promotions

- Use purchase and browsing behavior to recommend replenishment or similar products and offers
- Tailor purchase incentives and discounts by customer value
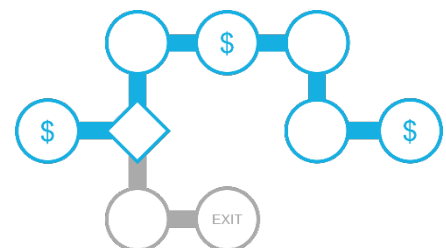
04 Retain

Many companies treat all their customers the same, regardless of their changing behavior. Zylotech helps you better understand your customers, and then proactively enables you to reach them to avoid churn.

• Proactively identify and flag any changing customer behavior or engagement patterns
• Optimize discounts and promotions that are more contextual and timely
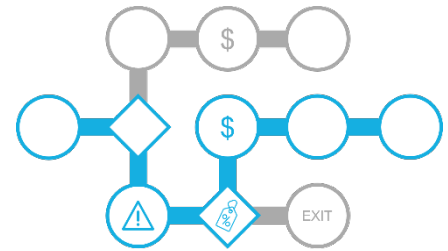
05 Reactivate

Marketing teams often spend as much to reactivate a customer as they do acquiring a brand new one. Zylotech uncovers non-obvious, deep insights to win back lost customers.

• Know when a customer leaves and what is the next best action to get them to return
• Once returned, engage based on a complete view of past behavior
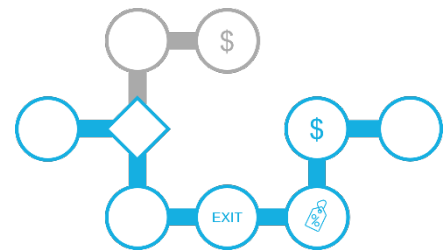
What We Do

Zylotech is a Self-Learning customer data platform that keeps your customer data live and enriched while automating the customer life-cycle with relevance to continuously produce unprecedented results in cross/up-selling & retention marketing. Powered by AutoML, the platform continuously unifies internal and external data, and enables ongoing micro-segmentation, non-obvious pattern discovery, and recommendations, which can be activated through a variety of marketing clouds & orchestration engines.

Zylotech

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