## 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 pro-active actions.

The Results

Solution

Zylotech™

Unify Data
Accelerate Insights
Activate Campaigns
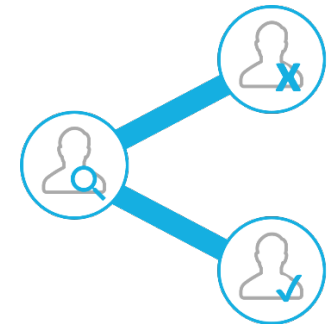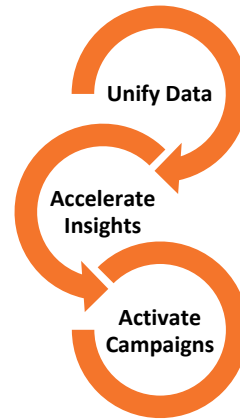
01 Identify

Does the anonymous web and mobile browsing data belong to a new or existing customer? ZyloTech unifies the data and uncovers 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
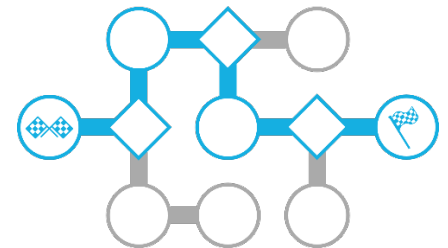
03 Grow

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
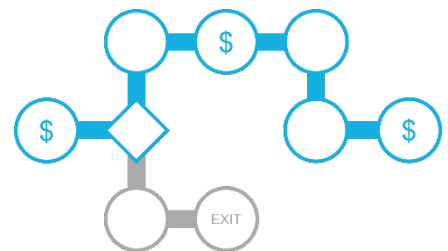
04 Retain

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
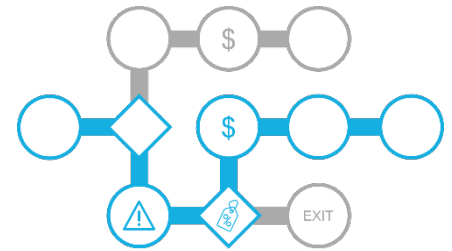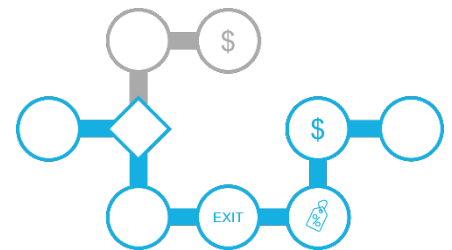
05 Reactivate

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 them based on a complete view of past behavior

What We Do

ZyloTech is an MIT spin-off with an Award winning AI Platform, which combines customer data automation with a deep-learning based embedded decision engine. ZyloTech approaches customer & marketing data in a stunning new way.

ZyloTech enables dynamic customer intelligence, and continuously uncovers non-obvious customer patterns to enable individualized offers and promotions, leading to better retention and total customer monetization. Platform can trigger actions to your favorite marketing applications. The team behind ZyloTech brings years of innovative technology breakthroughs and a vision to help marketers finally focus on marketing without worrying about data quality, analytics, and IT.

Zylotech™
Formerly DataXylo

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