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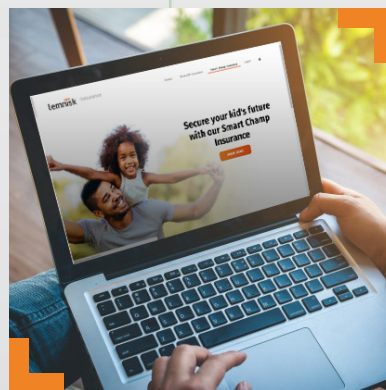
ENRICH CUSTOMER  
JOURNEYS WITH  
**CROSS-DEVICE  
PERSONALIZATION**

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# What is cross-device personalization?

Cross-device personalization refers to targeting users on their preferred devices (mobile, laptop, tablet, etc.) with personalized messages. It helps in determining the number of devices used by each user and target them accordingly to provide a consistent experience.





# The need for cross-device personalization

Users these days use multiple devices to interact with their respective brands. As a result of which, user data resides in silos in multiple systems. Marketers are unable to unify user data from these silos and use them for targeted campaigns. This problem with fragmented data sources is that it results in an overkill of marketing to a single user. By unifying customer data and leveraging Cross-device personalization, marketers can increase campaign effectiveness and increase customer engagement.



# Enabling cross-device personalization with CDP

Enterprise marketers can make effective use of a CDP to bring a customer's device usage data at one place and create unified customer profiles. This can be achieved by associating each device with the customer's master ID when he/she logs in. Using these unified profiles, marketers can determine the preferred devices used by each user. They can then target them by delivering consistent personalized experiences on these preferred devices.

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# A customer's journey showcasing cross-device personalization





# Real-Time Marketing Automation Built on a Customer Data Platform



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