

# Analytics and Customer Master Data Management: Creating Personalized Outcomes

## Personalized experiences create competitive advantages

One size does not fit all when it comes to marketing to customers. Customers demand unique experiences with brands – they want personalized emails, content and offers that speak directly to their wants and needs. If brands don't create that personalized experience, competitors are just a few short clicks away. That level of sophistication starts with a reliable customer view that includes everything you know about each customer.

Stibo Systems' Customer Master Data Management (CMDM) enables enterprises to connect customer journeys, close the gaps on siloed systems and enrich customer data. You can compare a customer's purchase history to their interactions with your website, social media and email to identify the best ways to personalize future interaction and increase sales.

## Analytics and CMDM data combined enable you to:



**88% of marketers think their prospects and customers expect a personalized experience.**

**55% feel they don't have sufficient data and insights to drive effective personalization."**

*"2018 Trends in Personalization," survey by Researchscape International*



### Understand

who your customers are. Monitor and analyze their behavior, so you can reliably predict their future preferences.



### Monitor

your business goals. Connect online behavior with offline data and utilize single source of truth data to measure ROI and customer lifetime value.



### Measure

the marketing performance. Monitor in real-time and forecast future campaign performance, return on advertising spend and budget allocation across channels and devices.



### Empower

your marketing team. Build a data-driven team to start building truly personalized customer experiences across all touchpoints.

**So you can increase conversion rates and revenue**



Analyze customer purchasing history, online interactions and geolocation to identify current and project future customer interests.



Use findings to create custom content that leverages upselling and cross-selling and maximizes ROI on advertising spend. You can also personalize content to each customer's interests and behavior to improve lead nurturing and brand affinity.

**Ready to leverage analytics and CMDM for personalized outcomes?**

At Stibo Systems, our unique Business-first approach delivers tangible, differentiating benefits that solve for specific outcomes. Delivered by a team with experience across a variety of industries committed to transferring their knowledge to ensure the success of every customer. This is something we believe sets our company and range of integrated MDM solutions apart.

Find out more about putting the power of master data management to work for your organization. To start the conversation, contact us at [info@stibosystems.com](mailto:info@stibosystems.com) or visit [stibosystems.com](http://stibosystems.com).



**By 2020, more than 40 percent of all data analytics projects will relate to an aspect of customer experience.”**

[Gartner top prediction for customer experience leaders at the Gartner Customer Experience Summit 2018, Tokyo](#)

**About Stibo Systems**

Stibo Systems believes the future of business requires a Digital Business Core™ of operational data that is continuously shaped and delivered to produce superior business outcomes. Stibo Systems is the driving force behind hundreds of forward-thinking companies around the world who have unlocked the full value of their information; empowering business users to act with confidence in their data, adapt quickly to changing market conditions and go beyond to anticipate what's next. Stibo Systems is a privately held subsidiary of the Stibo A/S group, originally founded in 1794. Its corporate headquarters is located in Aarhus, Denmark.