UnifiedCustomer

POWERED BY **market**soft · **redpoint™**

UnifiedCustomer
UNLOCK YOUR CUSTOMER-FIRST DATA

Your customers matter. Acquiring customers is hard (and expensive) enough, so the need to retain them has never been greater. Further, customers expect more today from brands than they ever have, with customer experience quickly becoming the only real competitive advantage for retailers.

We built UnifiedCustomer with this challenge in mind. With a razor-sharp focus on understanding your customers, so that you can target and personalise the experiences you create for them better than ever.

Did you know?
The top reason customers switch brands is because they feel unappreciated.

A CDP BUILT FOR YOU
Drive your sales through customer experience:

Better targeting
Our UnifiedCustomer View collects and assembles all available data around the customer, allowing you to create hyper-targeted segments.

Increased customer loyalty
UnifiedCustomer allows marketers to nurture customer relationships from first-touch through to advocacy, collecting data and recommending actions along the way.

Better personalisation
UnifiedCustomer makes intelligence available when and where it matters: at the moments of customer experience where a personalised moment creates a better outcome.

Compliance
UnifiedCustomer helps address data governance requirements such as the APPs and GDPR, through an ordered and managed data service.

www.unifiedcustomer.com.au

Delivering unique *customer understanding* across verticals and leading brands

Global Leading Technology, Delivered, and Supported Locally

KEY FEATURES:

✓ Built to drive growth through bettering targeting and personalisation

✓ Measureable improvement to conversion, retention, and average order value

✓ 100% managed by Marketsoft with no IT overhead

✓ Integrates with all major systems via an enormous connector library

✓ Interface-free data layer which manages data across the systems you're using already

✓ Turn-key retail data model

✓ Enterprise security with compliance to ISO 27001

PRICING

The only CDP that creates measurable growth for Australian and New Zealand retailers through a focus on data, within weeks and with flexible, low-commitment pricing

STANDARD $4,250/ month

PLUS $5,750/ month

Flexible Add-on Features

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