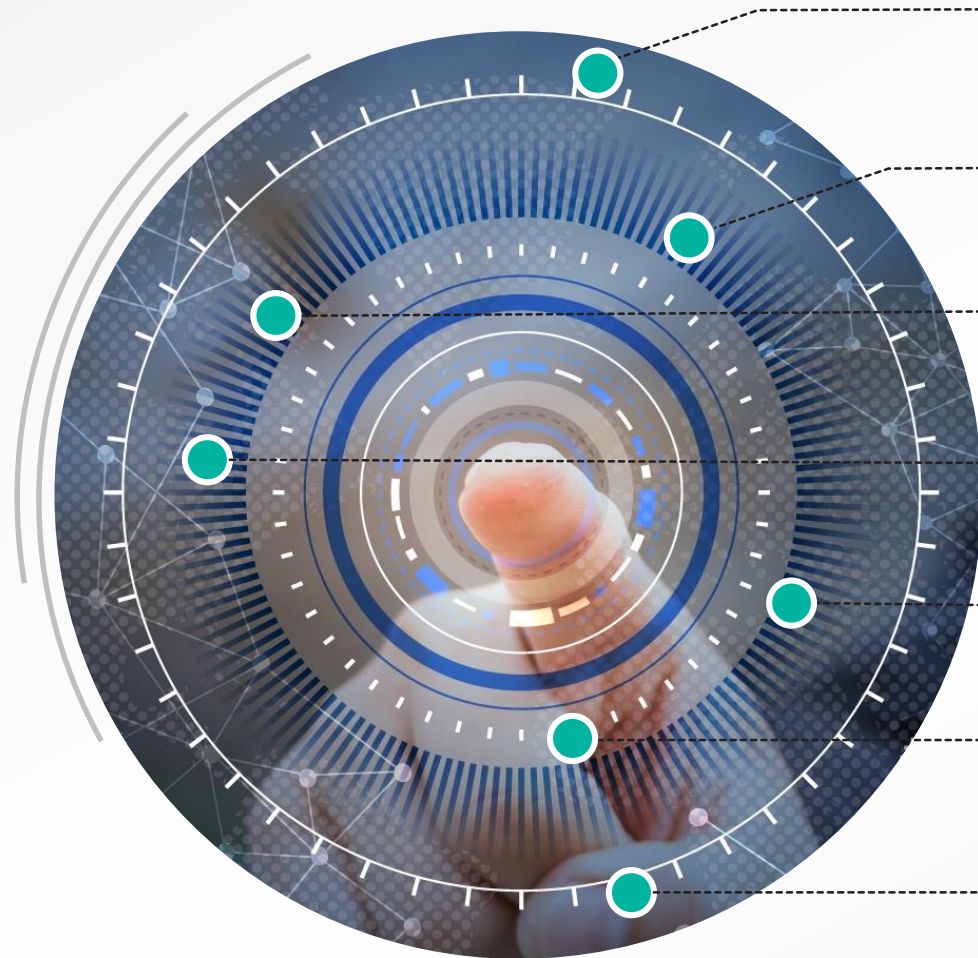


Dynamic Customer Profile

Continually builds the customer identity by combining fragmented data across each touchpoint and interaction.

Customer Journey



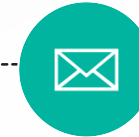
Touchpoints



Physical



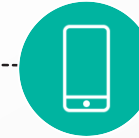
Web/Browser



Email



E-Commerce



Device



Social



Customer Care

Potential Identifiers

- Mailing address
- Physical address
- Name

- Web Session ID
- DMP ID

- Email Address
- Name

- Credit Card #
- Customer ID
- Address

- Device ID
- Mobile Number

- Social Handle
- Persona Name
- Email Address

- Customer ID
- Phone Number