

# Can you afford to leave your marketing to chance?

Using a traditional marketing database can be a bit like relying on Lady Luck – you can't guarantee the outcome.



## Why?

Well, here's what people are saying about traditional marketing databases:

### “I have no single view of my customers!”

Hardly anyone does.



Only **2 in 10** marketers say they have an actionable single customer view derived from multiple data sources.<sup>1</sup>



Consumers, on average, own **7.2 devices per household** and use three or more daily. Marketers typically see only one.<sup>2</sup>

### “My data's a mess.”

You're not alone.



of businesses said they're operating marketing databases that contain between **10% and 40%** bad records.

### “We're falling behind the competition.”

It's true that the most successful firms use more advanced marketing technology and techniques.



of “best-in-class” companies use database segmentation and targeting,



compared with 23% of “laggards”.<sup>3</sup>

### “We're missing out on revenue.”

You shouldn't be!



Predictive marketers are 1.8x more likely to consistently **exceed shared organisational goals**.<sup>4</sup>

### “We want to change, but it's too hard!”



of marketers say that moving data between systems gives them a serious headache.<sup>5</sup>

But what if you could give Lady Luck the elbow and predict the outcomes of your marketing campaigns?



RedEye's Customer Data Platform (CDP) is the next generation of marketing database. It gives you the intelligence to deliver the **right campaigns** to the **right people**, via the **right channels**, at the **right time**.



#### Connect

The API in RedEye's CDP lets you connect as many data sources as your business requires. Capture every interaction on every channel.



#### Predict

Know what your customers want before they do. Predictive analytics sit at the core of the CDP, meaning you always stay one step ahead.



#### Consolidate

Say goodbye to customer data scattered across silos. The CDP gives you a single customer view so you can better understand what makes them tick.

**Give yourself an unfair advantage with the RedEye Customer Data Platform.**

Learn how RedEye's Customer Data Platform is helping retailers like you achieve more with less.

**Download our white paper**

