

# Unlock the Power of Unified Customer Data with BayBridgeDigital

Awaken the potential of your customer data into one unique platform with our methodology, designed to deliver results in 12 weeks through an actionable, structured, and scalable approach.

## Fact Sheet

## Unify Customer Data. Drive Personalization. Act in Real Time

### Key features

#### 1. Real-Time Data Ingestion

Ingests and updates customer data in real time.  
Supports batch, streaming, and API-based ingestion.

#### 2. Unified Profile Creation

Connects data across CRM, marketing, commerce, service, and third-party systems.  
Resolves identities across devices and channels into one customer profile

#### 3. Intelligent Segmentation

Build dynamic segments with AI—based on behaviors, transactions, preferences.  
Automatically refreshes audiences with live data.

#### 4. Cross-Channel Activation

Ingests and updates customer data in real time.  
Supports batch, streaming, and API-based ingestion.

#### 5. Business Intelligence & Predictive Insights

Visualizes customer journeys, segments, and KPIs via Tableau or CRM Analytics.  
Delivers predictions (churn risk, product affinity, LTV.

#### 6. Governance: Consent & Compliance

Manages consent and preferences across systems.  
Supports GDPR, CCPA, HIPAA, and custom regulatory models.

### Fast Implementation Approach [8–12 weeks]

## BayBridgeDigital | Bayretail Accelerated Delivery

1

**Discovery & Blueprint**  
Weeks 1–2

- Map use cases, data flows, and system landscape.

2

**Integration & Modeling**  
Weeks 3–5

- Connect Salesforce & third-party data, configure ID resolution.

3

**Segment Setup & Activation**  
Weeks 6–8





- Create segments, map journeys, test cross-channel activation.

4

**Launch & Training**  
Weeks 9–12

- Rollout use cases, dashboards, and user enablement.

## Industry Use Cases

	Scenario	Outcome	Use case
 <b>Retail</b>	Build 360° profiles with POS + e-commerce + loyalty + support data	Deliver personalized promotions and 1:1 experiences online and in-store.	<ul style="list-style-type: none"><li>• RFM segmentation &amp; personalization agents</li><li>• Tailored product recommendation agents</li></ul>
 <b>Pharma &amp; Life Sciences</b>	Unify HCP profiles from CRM, events, medical inquiry, and content interactions.	Power compliant, omnichannel engagement across reps, email, and self-service.	<ul style="list-style-type: none"><li>• AI agents for clinical trials</li><li>• Personalized next best offer</li></ul>
 <b>Financial Services</b>	Combine client data from banking, investments, and call centers.	Improve personalization in offers, reduce churn, ensure compliance.	<ul style="list-style-type: none"><li>• Automated KYC agent</li><li>• Fraud detection agent</li></ul>
 <b>CPG</b>	Connect D2C site, retail data, and social campaigns.	Understand end-consumer behavior, optimize promotions, and loyalty.	<ul style="list-style-type: none"><li>• Retarget non-buyers via ads</li><li>• Cross-sell complementary SKUs</li></ul>

Perfect for enterprises looking to :

- Power **real-time personalization**
- Unify customer intelligence across silos
- Streamline integration, removing technical barriers with native Salesforce connectors
- Accelerate time to value to get results after weeks, not months

## Customer Benefits



Faster Time to Market with prebuilt connectors and native Salesforce integration.



Hyper-Personalization at scale.



Scalable & Secure architecture for enterprise deployments.



Complete Customer View across silos.



Real-Time Action to improve conversion and retention.



Compliance by Design for peace of mind.



"We achieved customer data integration in 12 weeks with BayBridgeDigital. Their solution merged disparate data into a 360° customer view. AI personalization was deployed, processes automated, and real-time triggers established across channels. They delivered conversion gains while ensuring compliance and scalability."

Thomas, Marketing Director

BayBridgeDigital is a leading provider of industry-specific cloud and mobile software, Data and AI, driving digital transformation for the world's largest companies. BayBridgeDigital is an "industry cloud" pure-player specialized on Salesforce, the world's #1 CRM provider.

<https://www.baybridgedigital.com/>

Contact us : [solutionsaccounts@baybridgedigital.com](mailto:solutionsaccounts@baybridgedigital.com) | +33 1 76 42 05 72 | +33 6 77 64 02 56

