

BlueConic CDP

The real-time CDP built for big-time results

BlueConic CDP gives you real-time data transformation ready for instant activation. Spend less time waiting and more time engaging — with no coding required.

Key Capabilities

Unified Customer Profiles

Build a single customer view for business teams

Multi-Dimensional Segmentation

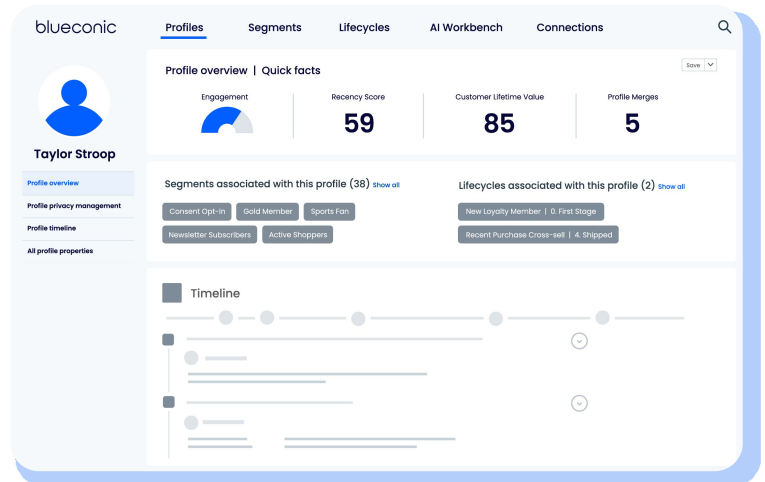
Use real-time data to build complex segments

Lifecycle Orchestration

Orchestrate bespoke customer experiences in every lifecycle stage

Modeling & Analytics

Power customer analytics & insights with AI



Key Benefits

- **Improve data quality** with accurate customer profiles that update in real time
- **Mitigate consumer data risk** with automated, end-to-end consent management that stores, manages, and distributes consent across systems
- **Increase agility & flexibility** to respond to market changes and rapidly changing customer behaviors
- **Enhance analytics & insights** by using first-party data and machine learning models to activate customer scoring and uncover customer insights
- **Strengthen customer engagement** with responsive and predictive interactions across channels and lifecycle stages
- **Improve growth outcomes** by tailoring relevant experiences to the individual

BlueConic Customers Reduce Operational Costs with Up to 90% Time Savings

Forrester Total Economic Impact™ Study

Our customer data platform offers both confidence and utility whenever and wherever you need it.

9B+

BlueConic profiles

8000+

Active integrations

.0024

Seconds from intent to
interaction

The BlueConic Advantage

Our ability to flex to a wide range of business use cases and data architectures without ballooning platform costs or prolonging time-to-value is what sets BlueConic apart. This is made possible by the expertise, partnership, and empathy we bring to all our interactions with customers, and our platform's four design principles:

- **Privacy:** Maintaining an unflinching commitment to centering privacy in what we build and how our customers use the BlueConic platform.
- **Usability:** Embracing a relentless focus on enabling business users to easily access, analyze, and activate their data to support their use cases and drive business growth.
- **Neutrality:** Providing customers with the ability to create agile, open, flexible tech stacks that can quickly accommodate new data sources, formats, and channels.
- **Scalability:** Ensuring the BlueConic platform accessibly and elastically scales with the business' needs as the volume, variety, and velocity of data increases.

Trusted by the world's leading businesses

