

# Accelerate time to insights with Customer 360

How to provide key stakeholders the most comprehensive view of your customers and impact revenue

Data leaders can leverage the ease and reliability of automated data movement to achieve centralization and deliver on high-value projects like Customer 360.

## What is customer 360?

Customer 360 is a comprehensive and centralized view of your customers. This holistic view helps your organization comprehensively understand customer behavior patterns to better anticipate and predict their consumers' needs and habits in real-time.



### Customer 360 enables:



Improved customer engagement



Real-time, targeted marketing efforts



More personalized customer experiences

## Fivetran fuels Customer 360

A modern, centralized approach to data movement is required to decouple data processes from data's value. With the centralization, speed, reliability and scalability that Fivetran provides — data teams are better equipped to analyze customer behaviors, preferences and demographics to identify patterns, trends and customer segments.

**Centralize scattered customer data where and when you need it.**

- 400+ no-code, fully-managed 1-minute setup connectors
- Real-time CDC data movement with low impact on source systems
- Fully extensible, configurable, and scalable with your current data stack

## CONDÉ NAST

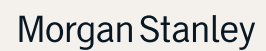
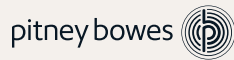
“ With Fivetran, we can pull data from pretty much anywhere and put it anywhere. This gives us a true 360-degree view of how our audiences are engaging with our content, which we can then use to gain valuable insights into our audiences and brands.”

NANA YAW ESSUMAN, SR. DIRECTOR OF DATA ENGINEERING AT CONDÉ NAST

# Leveraging Customer 360 to improve customer outcomes

The beauty of embarking on a Customer 360 initiative is the ability to mold it into whatever best suits your organization, across different industries and use cases.

Fivetran is trusted by the world's biggest brands



Here are just a few examples of how Customer 360 benefits unique business goals



## RETAIL

### Produce personalized omnichannel experiences

Integrate customer data across channels to truly understand the customer journey, tailor marketing outreach and optimize inventory management to build your competitive advantage.



## HOSPITALITY

### Produce unforgettable guest experiences

Personalize marketing, promotions and offers based on individual guest profiles to enhance loyalty and generate positive word-of-mouth recommendations.



## FINANCIAL SERVICES

### Drive profitable outcomes for your clients

Leverage a holistic view of each client's information, interactions and financial relationships to identify and recommend relevant products and services.



## SPORTS

### Create superfans to sell out your stadium

Leverage fan data to build segments, understand what resonates with each group, improve the live experience and personalize outreach to grow your fan base.



## HEALTHCARE

### Deliver tailored care for your patients

Consolidate data from various healthcare systems to build a comprehensive view of a patient's health information and promote continuity of care and patient engagement.



## GAMING

### Construct an immersive gaming experience

Build retention and loyalty by aggregating gamer and marketplace data to tailor gameplay, in-game content and marketing outreach.



For more info, visit [fivetran.com](https://fivetran.com)

