

Empower omnichannel experiences with centralized data

How to provide key stakeholders a real-time, 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 better understand customer behavior patterns to anticipate and predict their consumers' needs and habits in real-time.



Customer 360 enables:



Real-time, targeted marketing efforts



Improved customer engagement



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

"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

Understand customer behavior in real-time

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.

For the retail sector, that means understanding your customers in new, faster and more effective ways.

Trusted by some of the world's largest retail brands

**SHERWIN
WILLIAMS**

AutoZone

Ritual

POPSOCKETS

DRIZLY

**1800
flowers**

**COKE
one**
CONA
SERVICES LLC

PELOTON



Segment customers by preferences, demographics and more

Tailor marketing messaging, across channels, to increase sales and improve loyalty.



Understand the customer journey from awareness to post-purchase

Identify touchpoints and pain points to increase customer retention or prevent churn.



Optimize inventory management

Know what and when customers want to buy and avoid stockouts.



Gain a competitive advantage

Provide a personalized, omnichannel experience that differentiates your business.