



Campaign management,
reporting, & analytics
designed for marketers.

Turn data into insight, insight into action, actions into profit.

Increase your marketing potential with the BlueVenn Customer Data Platform

Connect all your customer data to create a Single Customer View and dramatically improve campaigns with analytics, segmentation and personalized, omni-channel customer journeys

BlueVenn Benefits

- ❖ Understand your customers better
- ❖ Create more engaging campaigns
- ❖ Send campaigns quicker
- ❖ Campaign to more people
- ❖ Convert web visitors into valuable sign ups
- ❖ Sell More. Quicker!!





What is BlueVenn?

A customer data platform for marketers to undertake customer analytics and execute omni-channel customer journeys. The software blends online and offline customer data into a 360 degree view and serves up usable customer insight to improve results at every step of the customer journey.



Single Customer View

A **Single Customer View** not only saves you time with your daily data duties – it's your foundation for personalized, one-to-one messaging.

Using data that is inaccurate, out-of-date and filled with duplicates means inefficient, ineffective campaigns. What do you really know about your customers when you have to depend on a disparate and unstandardized assortment of half-truths to distort your view?

Give your customers a contextual, relevant and personal experience using Customer Journey Management tools

Customers don't think about channels – they navigate the journey that's best for them. That's why it is more important than ever for marketers to provide a contextual, omnichannel customer experience - and BlueVenn gives you the power to do just that!

With BlueVenn Customer Journey Management you get:

- The Visual Customer Journey Builder
- Cross-Journey Communication
- Customer Behavioral Tagging
- Total Cross-Journey Optimization
- Multi-channel & Omnichannel
- Social & Real-time Website Integration

blueANALYZER connects all your data streams into one marketing database...



...and gives **marketers** the tools to make selections, segments and push out targeted campaigns quickly and easily.

Get Started

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