

• contact**hub**

Collect data, create and manage your customer identities
in a single place, implement new targeted activities,
and export the information to all your enterprise systems.



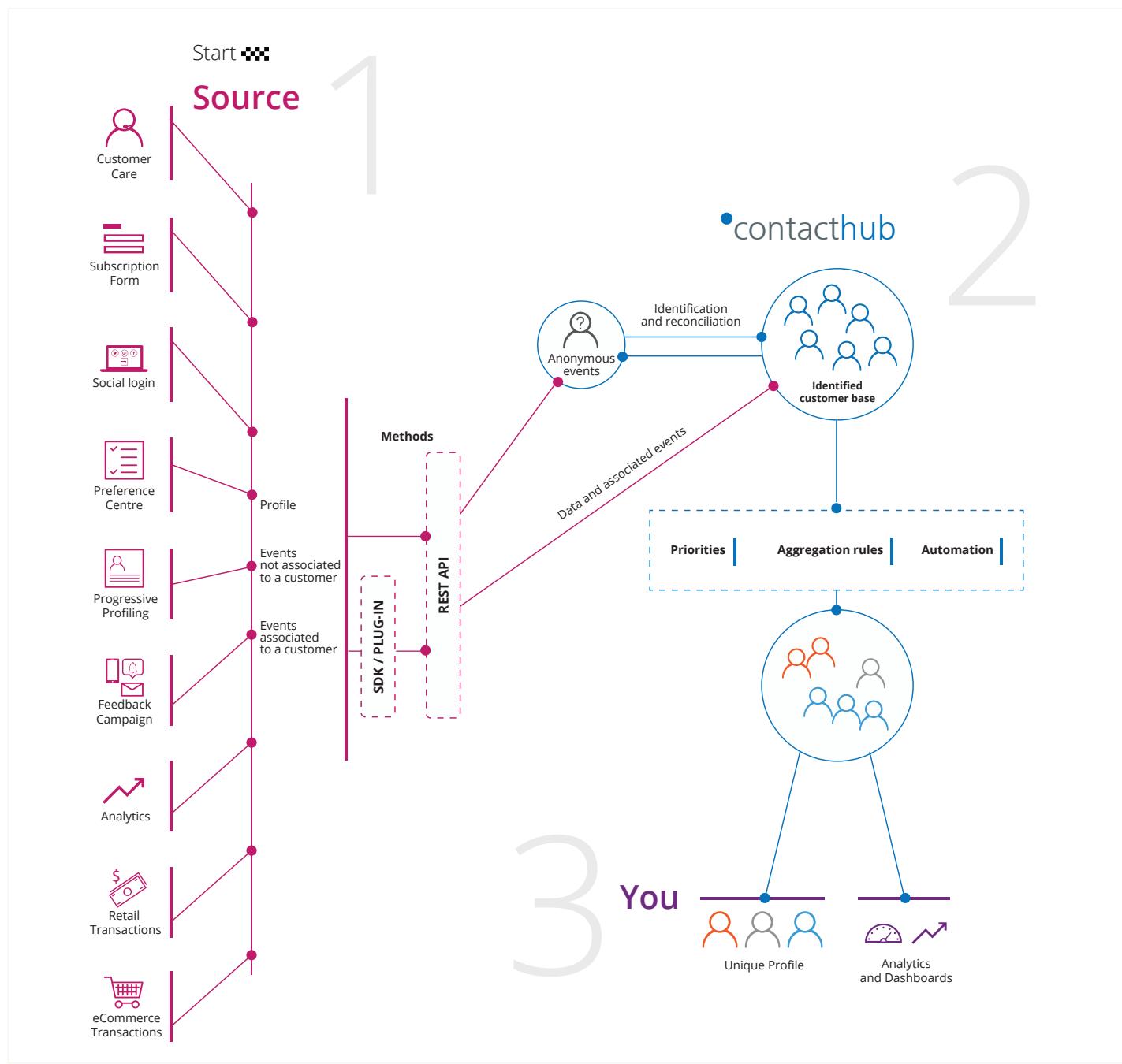
Contacthub

Contacthub enables you to collect and update all your customer data and events from different sources in one place, while allowing you to both create individual real-time profiles and easily export the information as required.

The main features of Contacthub include:

- Storage of customer personal data, as well as their events and actions
- Traceability of all brand activity for each customer
- Centralized data, in a single location
- Unique customer data aggregation, based on predefined rules
- Initial availability of standard paths suggested by Contacthub, for customer profiles and events
- An intuitive UI to organize and configure the collection and analysis of customer base data
- A rich REST API set that allows interaction between the customer base and external sources
- Detailed analytics, dashboards and reports about the customer base composition and changes
- Native integration with other Contactlab Engagement Marketing platform products, enabling you, for example, to implement new customer contact activities
- Expandable to integrate with several market-leading E-commerce, CRM, Analytics, Digital Direct Marketing, and Customer Success applications

What Contacthub Can Offer





Optimum data organization

Thanks to highly flexible configuration options, you can arrange your data according to existing organizational structures – from specifying the individual data paths, to defining the sources that supply the customer data.

- Easy to use, thanks to predefined templates that guide input
- Extended suggestion forms that enable both a high degree of route customization and new ones to be created

Simplified data collection

Enables data to be imported and exported easily, using:

- A rich REST API set
- SDKs to help developers integrate their packages
- Plug-ins for third-party applications, which can be activated and configured with minimum costs, in just a few clicks

The creation of enhanced profiles

Contacthub can consolidate all customer-related information from different sources into one enhanced profile – which you can compile using socio-demographic data, together with aggregated actions and events that relate to each customer. And all of this happens by using writing rules and data aggregation priorities that are agreed upon with you, the Contacthub user.

Automation of defined processes

When a customer enters or leaves a profile segment, or an event takes place:

- Attributes are modified and the profile is enhanced
- External systems are notified through, for example, webhooks, so that new customer actions can be undertaken

Management of anonymous events

A dedicated area is provided to store anonymous events. These can then be assigned to a customer when they are identified sometime in the future, enabling effective data reconciliation as a result.

Detailed analysis of the customer base composition

- A wide range of statistics and dashboards are available, which visualize customer base growth and composition
- Indexes and KPIs are provided that are designed to determine the value of the customer base (RFM, Engagement Index and similar)
- Information may be segmented by personal data, KPIs and automation attributes, which can be linked to each customer



Why choose Contacthub?

Every day, customers connect with brands in countless ways, resulting in interactions that often translate into an ever-growing and widely distributed patchwork of data. Contacthub is the perfect solution, enabling you to collect, link, store and update data in real-time, while making it readily available to your own platforms, to match your individual needs. Enhanced customer profiles that are up-to-date, easy to use and access, and always available in one place.

Contacthub is the right choice when you need to transform all this data into knowledge and:

- Have data immediately available in a single composite customer view
- Consolidate data collected from different points of contact, with the information already available in the customer base
- Increase the speed of retrieving, making available, and using data, so your business can readily undertake new and targeted customer activities
- Save anonymous events for reconciliation with customers who may be identified later
- Access dashboards and statistics that are aimed at assessing the value of your customer base
- Reduce the cost of integration, operation, and systems maintenance

Other Contacthub documentation is available from:

<https://explore.contactlab.com/en/>