Every Data has a story.
Are you capturing it to design
ideal Customer Journey?

Unlock Data-Driven insights
and ROI by deploying
Customer Data Platform

A best-of-breed CRM stack is built around a
truly incompatible system. Deliver the 3Ts –
Timely, Tailored & Trusted communication
to be on the top of Mindful Marketing with
Customer Data Platform and offer
engaging experience.

Customer Data Platform

Elevate
CX

Deepen
Engagement

Personalize
Rewards

Improve
CLTV

Resource of the Month

Striking the Right Chord at
the Right Time with
Customer Data Platform

Modern marketing is driven by data.
However, even in this age of data-driven
economies – where almost 60% of the
world population is connected online –
businesses often lose the data that is
generated by their websites, mobile apps,
and other digital channels.

Read More

Product of the Month

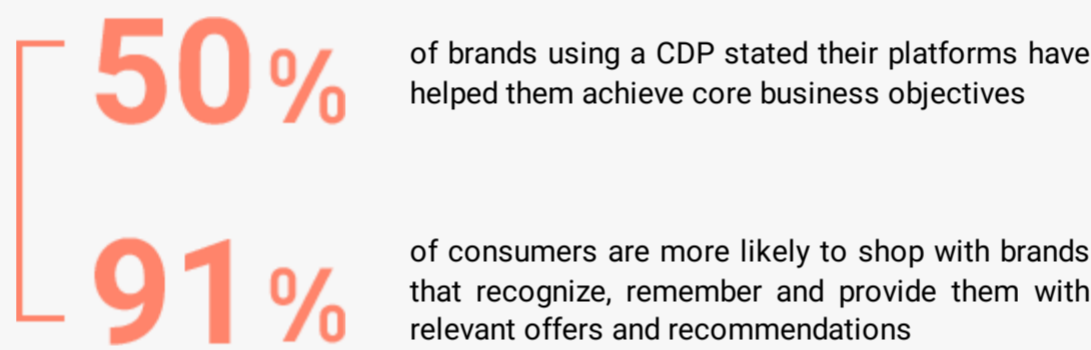### Zence Analytics

Access Single View of Customer with **Zence Customer Data Platform**

1. Know Your Customers
2. Customer Segmentation
3. Boost Engagement
4. Real-Time Reports

Read More

Industry Insights

50% of brands using a CDP stated their platforms have
helped them achieve core business objectives

91% of consumers are more likely to shop with brands
that recognize, remember and provide them with
relevant offers and recommendations

News of the Month

Easyrewardz launches World's
First E2E B2C focussed Unified
CRM Stack for Brands across
verticals to offer Connected CX

Easyrewardz, India's leading end-to-end
CLM & Loyalty solution provider has
unveiled their end-to-end CRM stack
(Powered by CDP), named Zence, a
combination of products which help
brands offer a Connected CX.

Read More

Upcoming Events

RETAIL TECHNOLOGY CONCLAVE 2022

easyrewardz   in association
with   **ReTechCon**
(Retail Technology Conclave)

6ᵗʰ - 7ᵗʰ September, 2022 │ JW Marriott Mumbai Sahar

Register Now

In Conversation With

Soumya Chatterjee
Co-Founder & CEO
Easyrewardz

"
Customer journeys across verticals are transforming into endless decision
loops challenging every brand's drawing board. The problem for brands is
isolated data islands produced by every customer interaction across all
channels. Marketers are the 'eyes of a business' who want to be as close as
possible to their customers. Knowing A-Z about their customers via Customer
Data Platform helps them to be right on the mark.
"

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www.easyrewardz.com │ Resource Library