

# Customer Data Management

Centralize disparate customer data to have the building blocks needed to deliver tailored, relevant digital experiences



Deliver more relevant digital experiences with a holistic view of customer interactions. By providing detailed insights on individual users and collections of users, you can create content, experiences, and campaigns that are highly personalized and ultimately deliver better experiences.

## Benefits



Enhance site personalization by integrating data from other sources, such as a CRM or marketing automation platform, to build 360-degree customer profiles.



Enable marketers to group similar users together by segment to present relevant digital experiences.



Understand users and accounts better with rich profiles that update continuously as they interact with the site.

# Core Features

## Users and Account Analysis

Liferay DXP provides the tools you need to better understand individual users and users in aggregate, so you can tailor personalized experiences. As users interact with your site, Liferay continuously builds upon individual profiles to get a better understanding of their interests and behaviors. Liferay DXP enables you to deliver great experiences to your users by combining robust Individual Profiles and flexible Segment building.

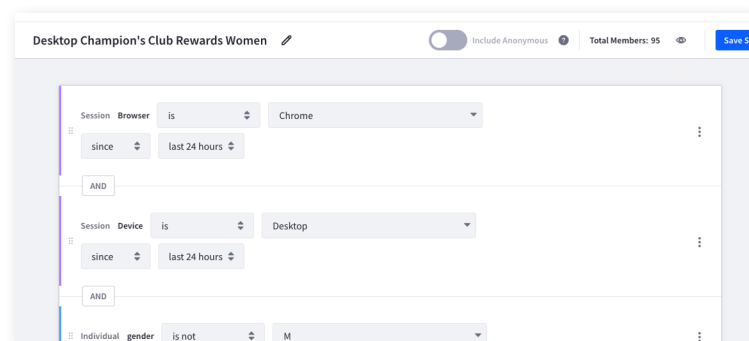
## Unify Customer Data from Different Sources

Liferay DXP has the ability to synchronize data so you can see how users are interacting with your site, enabling you to deliver personalized experiences at scale. This requires two kinds of data: web analytics data on user interactions and Users' profile data. Both kinds of data can be obtained from a Liferay DXP instance, and additional data can be imported from multiple outside sources. Contact data is merged and consolidated into a single customer view, and from there you can define the contact data model using the fields of your selection. Liferay's analytics capabilities make it easier to define trivial model fields by suggesting values.

**i** For more information on Personalization, refer to the **Personalization and Segmentation Fact Sheet**.

## Segmentation

Segment Individuals based on common attributes and behavior, such as topics of interest or industry of work. By using the Segmentation tools in Liferay DXP, you can create and define users based on common properties and behaviors, giving you an aggregate view of users. With Dynamic Segments, individuals are aggregated automatically based on criteria that you specify. Liferay's embedded analytics capabilities will use these segmentation parameters to create and deliver personalized experiences for different segments. You can learn more about your segments from the navigation panel, such as membership, topics of interest, and distribution. Using the overview tab, users can quickly and easily see the data that is relevant to them.



Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at [liferay.com](https://liferay.com).