



ProWise



## CREATING CUSTOMER IDENTITIES. DRIVING MARKETING ROI.

**ProWise** is a Customer Data Platform that helps Consumer Marketing Enterprises such as BFSI, CPG and retail companies achieve a **disproportionate jump in their marketing ROI/conversion goals.**

ProWise enables this by building a unified consumer identity across consumer transactions and interaction behaviors from all their tools and marketing channels.

ProWise enables a marketer to take control of his first-party data.

With explosion of touchpoints across ever-increasing channels, most brands are struggling to track, measure, or analyse the deluge of 'white-data' that is being generated. As a result, they are missing out on an opportunity to have meaningful and contextual interactions with their consumers across these channels.

ProWise enables the marketer to identify unique consumers behind anonymous or disjointed interactions, in order to specifically understand the key attributes and behaviours, contexts of engagement, as well as makes predictions around channel preference, time of nudge, and content that drives conversions.



### **PULL IN DATA FROM ACROSS TOUCHPOINTS**

Pull in real-time streaming data from all your customer interaction touchpoints across digital and even offline channels



### **CREATE UNIQUE CUSTOMER IDENTITIES**

Get a 360-degree view of all customer interactions and transactions by creation of unique customer IDs through our patent-pending algorithms



### **RUN TRUE 'CROSS-CHANNEL' CUSTOMER JOURNEY ORCHESTRATION**

Forget multi-channel automation, think true cross-channel. Use events in a particular channel as trigger & initiate an action in another channel



### **ADVANCED PREDICTIONS AND RECOMMENDATION ENGINE**

Advanced machine learning based predictive algorithms take the guesswork out of your marketing, helping achieve greater ROI.

## **ADDING A 'SYSTEM OF INTELLIGENCE' FOR THE MODERN MARKETER**

- Capture data from all data sources
- ProWise platform's ML layer creates unified customer identities
- Leverage the existing marketing stack
- Structured & unstructured data of customers available to brands for engagement automation
- Marketing optimisation and recommendation engine

2.4x growth in customer engagement across channels for a leading global pet food company



\$800 Mn worth of new business generated for leading banks



72% jump in the number of active customers for a world's leading eye care brand



Request a free demo at [sales@lera.us](mailto:sales@lera.us) | [www.lera.us](http://www.lera.us) | +1 716 456 4060

