Improving the relationships between brands and consumers via better data.

WHO WE ARE

| Proven | Founded 1999 | Publicly traded | London (AIM): CLBS | Global | 35+ countries | Compliant | ISO 27001 |

For over 20 years, Celebrus has delivered patented, data-first innovation focused on improving the relationships between brands and consumers via better data. Digital data should not be difficult to capture or difficult to use; it should also have a structure so that integrations with other systems and data sets are simple. Whether your use cases originate within Marketing, Media, Advertising, CX, or Fraud/Risk— the root element required is knowing your consumers and recognizing them at all times, regardless of their preference for being logged in, over all of their sessions on all their devices, and on all your digital properties. Celebrus provides a unique and powerful approach to digital identity that complements and supercharges existing MarTech stacks. You may think this is impossible. Challenge us to show you your data dreams in action on your website with your data in real time. Turn your data dreams into reality with Celebrus.

WHAT WE DO

| Zero gaps | Capture 100% of data | 1st party | True digital identity | Live-time | Millisecond capture |

Celebrus is the leading digital identity and data platform designed to capture, contextualize, and activate real-time, first-party data to build better experiences across all digital channels. The technology avoids broken identities and broken journeys by eliminating any need for tagging, and never using third-party cookies. This is accomplished via profiling with identity tracking, behavioral biometrics, and tracking of PII across every channel, device, and interaction for a complete view of every customer.

Celebrus solves for digital identity, from anonymous to known to verified, like no other platform. Real-time, first-party data is captured without tagging in a frictionless way for every interaction across all channels and all devices, persisting one identity. As data is captured, Celebrus leverages a data model that is structured and extensible to create a digital profile and identity graph to deterministically identify an individual and snap all activities from all sessions in perpetuity. This data model ensures that digital data has structure and is usable for any use case in any system.

Knowing who your customer is (and in the case of fraud, knowing who they are not), allows for better acquisition, cross-sell, personalization, trust, compliance, and reductions in friction and fraudulent activities. Clients are able to deploy the platform to meet their requirements with self-hosted, on-premise, and single-tenant and private cloud instance options.

WHY WE DO IT BETTER

One view — **Complete Customer Profile**

No limits — **400+ use cases**

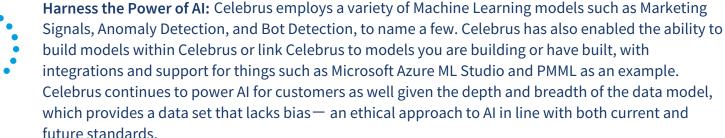**Connected** — **Integrates with all tech stacks**

Frictionless Data Capture: Celebrus collects granular, event-level data, including clickstreams, page views, form interactions, and more. It leverages real-time data capture techniques to ensure immediate data availability. Data can be captured, contextualized, and sent to another system or data warehouse in as few as 40 milliseconds. This allows for real-time use of data from personalization to fraud prevention. No tagging required.

Cross-Channel Data Integration: Celebrus aggregates data from multiple digital channels for a unified customer view. Cross-Channel Continuance means that regardless of channel or digital property, all interactions will be tied to the correct identity with the ability to track and analyze entire customer journeys to identify key touchpoints and optimize experiences.

Seamless Data Transformation: Celebrus processes raw data into structured formats suitable for analysis and activation. This involves cleansing, enrichment, and contextualization to provide meaningful insights, including sentiment. Powered by the data model, this means that digital data is usable in milliseconds and can be integrated with any system efficiently.

Instant Data Activation: The captured and enriched data is then utilized for various purposes such as personalization, analytics, and marketing automation. Celebrus seamlessly integrates with CRM systems, marketing platforms, and other business applications to improve analysis and decision-making.

Always-On Data Privacy & Compliance: Built-in tools for consent management and data governance ensure adherence to privacy regulations. Within Celebrus you manage consent, PII, and all aspects of what is gathered. You decide what is captured, when it's captured, and what is done with it— the Celebrus UI provides full control over the data, the configuration, and the audit trail. You own and control the data. In the case of fraud, Celebrus can leverage legitimate interest to capture everything even if consent is not given. This data can be stored separately so it isn't used by marketing.

Harness the Power of AI: Celebrus employs a variety of Machine Learning models such as Marketing Signals, Anomaly Detection, and Bot Detection, to name a few. Celebrus has also enabled the ability to build models within Celebrus or link Celebrus to models you are building or have built, with integrations and support for things such as Microsoft Azure ML Studio and PMML as an example. Celebrus continues to power AI for customers as well given the depth and breadth of the data model, which provides a data set that lacks bias— an ethical approach to AI in line with both current and future standards.

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