# SESSIONM DATA CLOUD

SessionM combines transactional, loyalty and behavioral data into one complete solution enabling marketers to take action at moments of impact for a more personalized marketing strategy.

Data is ingested, filtered and enriched from a number of data streams to create a real-time view of customer interactions, powering successful engagements based on customer attributes or behaviors.

The Importance of Unified Customer Data

True personalization requires an understanding of how to meet and exceed customer expectations. However, customers engage with brands via many different touch-points leading to difficulty deciphering and stitching together data into meaningful insights for effective communication.

One of the biggest obstacles facing brands today is siloed customer data, which is slow to organize and isn't actionable in real time. In order to upsell and cross sell product offerings, brands are turning to customer data management solutions to enable them to ingest data, develop operational customer profiles and deliver seamless experiences across their channels without extensive IT efforts.
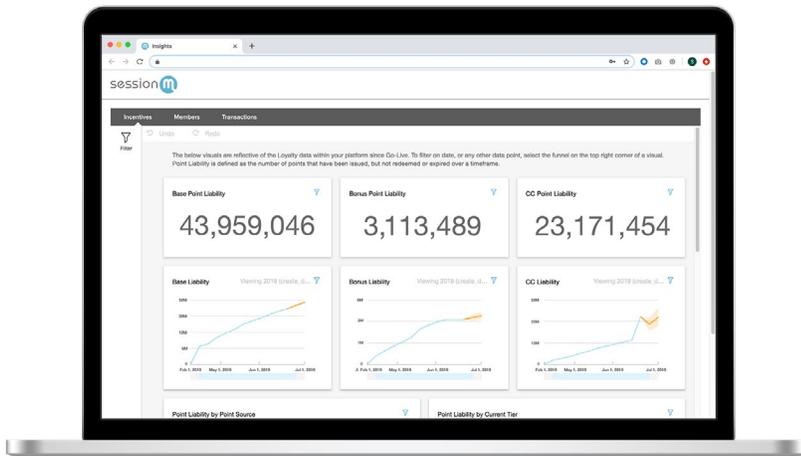
With SessiomM, the stream of customer information is like opening up a spigot

Huggies

Results of Unified Data

15%
increase in frequency

9%
reduction in churn

20%
increase in campaign participation